

Mark Shearman
Firstplan
Bramah House
65-71 Bermondsey Street
London
SE1 3XF

Application Ref: **2017/0180/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

29 March 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**52 Lamb's Conduit Street
LONDON
WC1N 3LL**

Proposal: Display of externally illuminated fascia sign and installation of 2 retractable canvas awnings on the Lamb's Conduit Street elevation.

Drawing Nos: Site location & block plan (both ref. 16361), EA213-16-01 rev A, EA213-16-02, 034-100 rev B, 034-210 rev C, 034-211 rev B.

The Council has considered your application and decided to grant consent subject to the following conditions:

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);



- (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

Informative(s):

- 1 Reasons for granting advertisement consent:

The proposed fascia sign on the Lamb's Conduit Street elevation would be externally illuminated centrally by a LED picture light. Concerns were initially raised with regards to the fixing of the light above fascia level and the extent to which it projected forward from the front of the building. Following Council advice, the applicant has submitted amended drawings which show the light fixed to the fascia itself in a lower position with the extent of its projection reduced. These amendments are considered to be acceptable.

The 2 proposed retractable awnings on the Lamb's Conduit Street elevation (approximately 2.6m and 2.7m long respectively by 1.1m wide) would be made of a traditional canvas fabric, dark grey in colour to match the proposed shopfront and would be concealed within standard awning boxes. The awnings would be fixed appropriately at fascia level and would be approximately 2.6m in height above pavement level and 3m from the edge of the pavement when fully extended, and as such, would not impact on the public highway or be harmful to public safety. Concerns were initially raised with regards to the prominence of the awning boxes in their position forward of the shopfront and their resultant visibility regardless of whether the awnings would be retracted or not. Following Council advice, the

applicant has submitted amended drawings which show the awning boxes recessed appropriately and with the awnings extending from the top of the boxes (rather than the bottom as shown previously). These amendments are considered to be acceptable.

It is therefore considered that all signage would be acceptable in terms of their size, design, colour, materials, location, luminance levels and methods of illumination, and they would not have any adverse impact on the neighbouring amenity, nor be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance. As such, the signage would preserve the street scene and wider character of the Bloomsbury conservation area, and are therefore considered to be acceptable.

The site's planning and appeal history has been taken into account when coming to this decision.

No objections have been received in relation to the signage proposals. However, an objection was initially received from a local group (Rugby & Harpur Residents Association) following statutory consultation concerning possible changes to entrance access arrangements and change of use of the premises. Given that no change of use nor alterations to the entrance are proposed, the concerns raised do not fall within the scope of consideration by the Council for this advertisement consent application. Following this clarification, the objection has been withdrawn by the local group.

As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy 2010; and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies 2010, policies A1, D1, D2 and D4 of the Camden Local Plan Submission Draft 2016, the London Plan 2016, and the National Planning Policy Framework 2012.

- 2 The emerging Camden Local Plan is reaching the final stages of its public examination. Consultation on proposed modifications to the Camden Local Plan Submission Draft began on 30 January and ends on 13 March 2017. The modifications have been proposed in response to Inspector's comments during the examination and seek to ensure that the Inspector can find the plan 'sound' subject to the modifications being made to the Plan. The Local Plan at this stage is a material consideration in decision making, but pending publication of the Inspector's report into the examination only has limited weight.
- 3 Proposals to display a non-illuminated projecting sign on the Rugby Street elevation as shown on the submitted drawings is likely to benefit from deemed consent under Class 5 of the Advertisement Regulations 2007. No drawings have been provided to show that the sign relates to the business premises or the exact height of lettering/symbols to be able to confirm this; however, correspondence with the applicant and the dimensions of the sign itself suggest that the sign is likely to benefit from deemed consent. The applicant is therefore advised that should they be in any doubt about the signs' compliance under the above Regulations once full details of the sign are known, they should forward full details to the

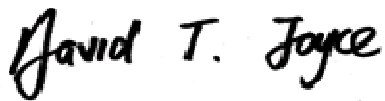
Council so that advice can be given as to whether formal determination is required by the local authority in the form of an advertisement consent application.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Director of Regeneration and Planning