

CMA Planning  
CMA Planning  
The Timberyard  
113 Drysdale Street  
London  
N1 6ND

Application Ref: **2018/1182/A**  
Please ask for: **Ben Farrant**  
Telephone: 020 7974 **6253**

4 May 2018

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**19-29 Woburn Place**  
**London**  
**WC1H 0LH**

Proposal:  
Display of 1 x externally illuminated fascia sign (facing on to Woburn Place); display of non-illuminated building address plate adjacent to the front entrance on Woburn Place  
Drawing Nos: 101, 102, 103, 104, 105 & 106 (received 16/04/2018) and application form (unnumbered) (received 16/04/2018)

The Council has considered your application and decided to grant consent subject to the following condition(s):

#### 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 Reason for granting consent:

Proposed is 1 x externally illuminated fascia sign (spotlighting from within existing lightwell below), and the installation of a non-illuminated address plaque, both on the front elevation of the building.

The signage is considered acceptable in terms of size, design and location, and is appropriate to the character of the host building. The signage would not be unduly dominant in the street scene, being of a simple design of individual letters and external static illumination at an appropriate 300cd/m. The proposal would cause no harm to the visual amenity of the area, and would have a neutral impact on the character and appearance of the Bloomsbury Conservation Area.

The signage would not harm the amenity of any adjoining occupiers in terms of outlook and would be in a typical position on the front of the building. The signs would not be hazardous to vehicular or pedestrian traffic and so the proposal raises no public safety concerns.

No objections have been received following public consultation on the scheme. The site's planning history was considered in the determination of this application.

Considerable importance and weight has been attached to the harm and special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan (2017). The proposed development also accords with CPG1 (2018), the London Plan (2016) and National Planning Policy Framework (2012).

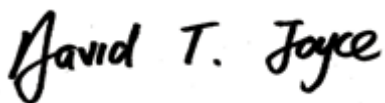
- 2 This permission is granted without prejudice to the necessity of obtaining consent under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Application forms may be obtained from the Council's website, [www.camden.gov.uk/planning](http://www.camden.gov.uk/planning) or the Camden Contact Centre on Tel: 020 7974 4444 or email [env.devcon@camden.gov.uk](mailto:env.devcon@camden.gov.uk)).

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