

Application ref: 2018/3918/A  
Contact: Matthias Gentet  
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**Development Management**  
Regeneration and Planning  
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CMA Planning  
The Timberyard  
113 Drysdale Street  
London  
N1 6ND

Dear Sir/Madam

### **onDECISION**

Town and Country Planning Act 1990

#### **Advertisement Consent Granted**

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

Proposal: Display of a non-illuminated logo (letters) sign at ground floor level to Tavistock Place elevation.

Drawing Nos: Covering Letter and Planning Statement (17/07/2018); 101; 102; 106; 107 revA; 108 revA.

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 permission:

The application originally proposed a backlit lettering sign. Comments were received from the Conservation Officer objecting on the grounds of the illumination being detrimental to the character and appearance of the host building, noted to be a positive contributor in the Bloomsbury Conservation Area Appraisal. The plans were subsequently amended accordingly. The amended proposal seeks consent to display a non-illuminated logo sign on the Tavistock Place (north-west facing) elevation of the host building, at ground floor level. The property is within the Bloomsbury Conservation Area and the nearest listed buildings are located on Tavistock Place, next to the elevation of the host building affected by the proposal.

The proposed non-illuminated logo (letters) sign is considered to be acceptable in terms of size, design, location and method of illumination. It would preserve the appearance and character of the host building, the conservation area and the streetscape, and would not harm the setting of adjacent listed buildings.

By reason of its siting, scale, design and non-illuminated nature, the proposed signs are considered not to impact on the neighbours' amenity, nor would it be harmful to either pedestrian or vehicular safety.

The site's planning and appeal history has been taken into account when coming

to this decision. The advertisement formed part of a previous application reference: 2018/1182/A. During the course of the process, it was removed from the application. In view of its now non-illuminated nature, the sign would fall into Class 5 of The Town and Country Planning (Control of Advertisement)(England) regulation 2007 and would therefore have deemed consent.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area and special regard has been attached to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses, under s.66 and s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

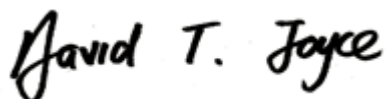
As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with policies of the London Plan 2016; and the National Planning Policy Framework 2018.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2018.

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