

Application ref: 2018/4205/A
Contact: Tony Young
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Date: 26 October 2018

Development Management
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Greggs plc
Fao. Mrs Sara Humphries
B3 Mucklestone Business Centre Eccleshall Road
Mucklestone Market
Drayton
TF9 4FB

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
60 Kingsway
London
WC2B 6DS

Proposal:

Display of 3 internally illuminated fascia signs and 1 internally illuminated projecting sign on Kingsway and Remnant Street elevations.

Drawing Nos: Site location plan; RSOE/S5227/02, RSOE/S5227/03.

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 Reasons for granting advertisement consent:

The signage proposals are considered to be acceptable in terms of their size, design, location, method of illumination, and luminance levels, and would not have any adverse impact on neighbouring amenity, nor would they be harmful to pedestrians or vehicular safety in accordance with Camden Planning Guidance.

Though internally illuminated signs would not normally be acceptable within a conservation area, in this particular instance, the internally illuminated lettering/logo (quattro dots) are modestly sized with suitably low luminance levels (350 cd/m) and with only individual letters and dots illuminated. Furthermore, the proposed signage would not obscure any significant architectural features or otherwise visually harm the appearance of the adjacent Grade II listed building (Church of St. Anselm and St. Cecilia), nor detract from the character and appearance of the Kingsway Conservation Area. It is noted also that advertisement consent was granted for similar proposals for the previous business (2013/3468/A) dated 18/06/2013. As such, the proposed signage is considered to be acceptable.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received following statutory consultation.

As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2016 and the

National Planning Policy Framework 2018.

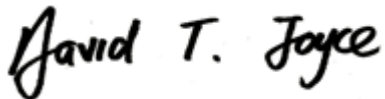
- 2 Proposals to display non-illuminated posters internally within shopfront as shown on the submitted drawings are considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 12 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore does not require formal determination 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 paragraph 38 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