

Application ref: 2018/3844/A  
Contact: Tony Young  
Tel: 020 7974 2687  
Date: 11 January 2019

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

Mr Martin Hodson  
Royal Institute For The Blind  
105-121 Judd Street  
London  
WC1H 9NE

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**Royal Institute For The Blind  
105 Judd Street  
London  
WC1H 9NE**

Proposal:

Display of x2 externally illuminated (trough-lit) projecting signs on Judd Street elevation, a non-illuminated curved fascia sign over corner entrance, and x2 non-illuminated signs attached to Judd Street entrance railings.

Drawing Nos: Site location plan, Block plan (with signage locations), unnumbered existing & proposed elevation drawings; Sign Ext1 rev 1, Sign Ext2 rev 1, Sign Ext3 rev 1 (all dated 08/01/2019); signage details (projecting sign with trough light).

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 advertisement consent:

The proposed signage is considered to be acceptable in terms of the size, design, location, method of illumination, and luminance levels (where applicable), 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.

Concern was initially raised by the Council to proposals that included internally illuminated projecting signs in so far as this would not comply with Council Guidance in terms of the method of illumination, especially within the Bloomsbury Conservation Area and within a predominantly residential locality mainly characterised by externally illuminated signage in the few instances where signage exists. Following the submission of amended drawings that altered the number and method of illumination of the projecting signs to external illumination by way of trough lights, the proposals are 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.

Due consideration has also been given by the Council to the proposals under the Equality Act 2010, in particular with regard to the potential benefit that clearer signage will bring to people with sight loss or low vision in locating the RNIB premises.

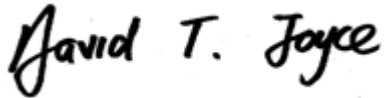
As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2016 and the National Planning Policy Framework 2018.

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