

Application ref: 2018/5057/A  
Contact: Matthew Dempsey  
Tel: 020 7974 3862  
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**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)

Victoria Taylor  
Urban and Country  
Valley Farm  
Main Street  
Charndon  
United Kingdom  
OX27 0BL

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**72 Russell Square**  
**London**  
**WC1B 5BA**

Proposal: Installation of 1 x internally illuminated projecting sign to cafe (Retrospective).

Drawing Nos: Site Location Plan, BofB-IN-462-03, BOB\_RS\_PSS10, BOB\_RS\_PS10, BOB\_RS\_PSF07, BOB\_RS\_PSF07.2, BOB\_RS\_PFP03, BOB\_RS\_PFP03.2.

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

Conditions and Reasons:

- 1 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.

- 2 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.

- 3 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.

- 4 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.

- 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 approval.

The site is a ground floor commercial unit within a parade of other mixed commercial uses fronting Russell Square. The projecting sign has been installed to replace a similar sign in the same position on the shopfront following a change to the occupying business operator. The proposed sign measures 700mm x 700mm x 160mm. It would have static internal illumination.

The applicant has also installed a neon hanging sign within the unit itself, visible from the front window. Advertisement consent would not be required unless it is within 1m of the shopfront.

It is noted that the applicant has installed signage prior to receiving advertisement consent from the local authority, however on this occasion the development is considered to be acceptable.

The signage is considered to be acceptable in terms of size, design, location and method of illumination. It is considered that the character and appearance of the host building and surrounding street scene, historic square and the conservation area would be preserved.

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 2013.

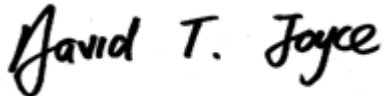
As such, the proposed development is in general accordance with policies D1, D2, D3 and D4 of the Camden Local Plan 2017. The proposed development also accords with the Bloomsbury Conservation Area appraisal and management statement, London Plan 2016 and the National Planning Policy Framework 2018.

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