

Application ref: 2019/0559/A
Contact: Tony Young
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Mrs Raquel Trentini
4-8 Maple Street
London
W1T 5HD

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
4-8 Maple Street
6 Midford Place
London
W1T 5HD

Proposal: Display of halo illuminated lettering above 2 entrances in Maple Street and Midford Place (retrospective).

Drawing Nos: Site location and site plans; Proposed Halo Signage Detail (Maple Street); Proposed Halo Signage Detail (Midford Place); Illuminated Signs document (5 pages); Signage and Lighting Assessment (1 page); Planning Statement (11 pages).

The Council has considered your application and decided to grant consent subject to the following conditions:

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 (which is already displayed) is considered to be acceptable in terms of its size, design, location, method of illumination, and luminance levels, and does not have any adverse impact on neighbouring amenity, nor is it harmful to pedestrians or vehicular safety in accordance with Camden Planning Guidance.

Though internally illuminated signs would not normally be acceptable, in this particular instance, the halo illuminated lettering is modestly sized with suitably low luminance levels (250 cd/m) and with only individual letters illuminated. The powder coated aluminium letters are considered to sit comfortably within the context of the building's contemporary design and the commercial environment in both locations. Furthermore, the proposed signage does not obscure any significant architectural or historic features, nor does it detract from the character and appearance of the host building or the wider Fitzrovia East Neighbourhood Area. As such, the proposals are 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.

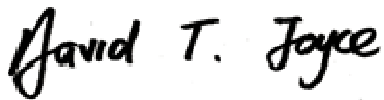
As such, the proposed development is in general accordance with policies A1, D1 and D4 of the Camden Local Plan 2017, the Fitzrovia Area Action Plan (Part 3: Visions and Objectives), the London Plan 2016, and the National Planning Policy Framework 2018.

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