

Application ref: 2019/0232/A
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Bramah House
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted and Warning of Enforcement Action

Address:
113 Bayham Street
London
NW1 0AG

Proposal:
Replacement of existing internally illuminated projecting signs with 2 x externally illuminated projecting signs.

Drawing Nos: 2539-P-L02 Rev B, 2539-P-L01 A

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 The current proposal seeks to replace the two existing internally illuminated projecting signs located on the north and east elevations of the building, which do not benefit from planning permission, with two externally illuminated projecting signs.

The proposed signs would have a much slimmer profile when compared with the existing projecting signs at the site, which appear as bulky and over-dominant additions. This is due to the lighting mechanism currently being contained within the sign itself. Furthermore, the proposed signs would be fixed at fascia level, rather than below fascia level as is currently the case, and would align with the existing non-illuminated signage on both elevations which is considered to provide the building and associated signage with a more coherent appearance.

Given the above, the proposed signs are considered appropriate in terms of their size, design, location and level of illumination and would have an acceptable impact on the character and appearance of the host building and surrounding conservation area. The proposed signs would not be harmful to either pedestrian or vehicular safety in the area and would not cause harm to neighbouring amenity.

No objections were received prior to making this decision. Special regard has been attached to the desirability of preserving or enhancing the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as

amended by the Enterprise and Regulatory Reform Act 2013.

As such, the proposal is in general accordance with Policies A1, D1, D2, D4 and T1 of the Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2016 and National Planning Policy Framework 2019.

- 2 You are advised of the alleged offense, with respect to the installation of 2 x internally illuminated signs, and that they should be removed within 3 months. In the event of non-compliance, the Council reserves the right to prosecute under Section 224 or appropriate power and/or take direct action in order to secure the cessation of the alleged offence.

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 2019.

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, appearing to read 'DPope', is positioned above the typed name of the Chief Planning Officer.

Daniel Pope
Chief Planning Officer