

Application ref: 2018/5695/A
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Fusion Design and Architecture
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Unit 3
10 Bloomsbury Way
London. WC1A 2SL.

Proposal: Display of 4 x internally illuminated fascia signs, 1 x internally illuminated projecting sign, 1 x fixed awning and 2 x internally illuminated menu boards, also; 2 x non-illuminated fascia bands, and reflective vinyl film applied to windows externally.

Drawing Nos: Site Location Plan 161-01-001, 161-01-300, 161-01-301-L, 161-01-302-F, 161-01-303G, 161-01-304D, 161-01-200F (signage), HEXIS BSOR20x2.FTP.FPS.035B.

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.

- 6 The intensity of the illumination of the signs shall not exceed 300 candelas per square metre in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'. The levels of luminance on the illuminated sign should be controlled by light sensors to measure the ambient brightness and dimmers to control the lighting output to within these limits.

Reason: To safeguard the amenities of the adjoining premises and the character and appearance of area generally in accordance with the requirements of policies A1, D1, D2 and D4 of the London Borough of Camden Local Plan 2017.

- 7 The signs shall not display intermittent illumination.

Reason: To safeguard the amenities of the adjoining premises and the character and appearance of area generally in accordance with the requirements of policies A1, D1, D2 and D4 of the London Borough of Camden Local Plan 2017.

- 8 The signs shall not display illumination outside of the restaurant opening hours.

Reason: To safeguard the amenities of the adjoining premises and the character and appearance of area generally in accordance with the requirements of policies A1, D1, D2 and D4 of the London Borough of Camden Local Plan 2017.

Informative(s):

1

Reasons for granting permission:

Although the site address is Unit 3, 10 Bloomsbury Way, this unit in fact fronts the corner of New Oxford Street and Bury Place (Bloomsbury Way being on the other side of the off-triangular block)

The proposal seeks consent for the display of advertisements relating to the business operation of the host property, namely; the 'Happy Lamb Hot Pot' Restaurant. Signage will be written in English and Chinese Characters, the translation of the Chinese Characters is 'Happy Lamb Hot Pot'.

A vinyl fascia band will be installed above ground floor windows, which will also mask some internal servicing, and; the illumination will also be house here. Initially the applicant proposed illuminated fascia signage across 8 x windows, but this was considered to be overly excessive and the proposal has been scaled back to 4 x fascia signs (2 x to New Oxford Street, 2 x to Bury Place). The remaining fascia bands will be plain, except for a red band at the foot to match the others, but with no illumination.

There are 2 x windows on the New Oxford Street elevation, which provide unsightly views into servicing/ maintenance areas, and; the back of an already installed walk-in fridge freezer. Initially the applicant proposed a landscape scenery image to cover the windows and conceal this, however; this approach was considered inappropriate for the host building and surrounding Conservation area. The applicant revised the proposal to install a reflective vinyl screen which will afford some, albeit limited, active frontage by reflecting the street activity. The Officer asked that this vinyl should be installed internally, however; given that the walk-in fridge freezer had already been installed behind one of the windows, for the sake of consistency; it is considered to be acceptable to have this applied externally in this case. The applicant is reminded of the conditions to ensure that development shall be maintained in a condition that does not impair the visual amenity of the site.

Additionally an illuminated projecting sign shall be installed to the New Oxford Street elevation. Given the imposing scale of the host building, this projecting sign is considered subordinate and acceptable.

Furthermore 2 x menu boxes are proposed either side of the main entrance door at the corner of New Oxford Street and Bloomsbury Way, with a fixed awning above this door.

The size, design, illumination and location of the proposed signs would not have an unacceptable impact on neighbouring amenity in terms of loss of light, outlook or privacy and would not harm either pedestrian or vehicular safety in the area.

No objections were received prior to making this decision. The site's planning history and relevant appeal decisions were taken into account when coming to 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 proposed development is in general accordance with policies A1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with policies of the London Plan 2016 and the National Planning Policy Framework 2019.

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 written over a light grey grid background.

Daniel Pope
Chief Planning Officer