

Application ref: 2019/0690/A
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New Image Design
2A Tiverton Road
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted and Warning of Enforcement Action

Address:

**84 Southampton Row
London
WC1B 4BB**

Proposal:

Display of externally illuminated (trough-lit) fascia sign and internally illuminated (lettering only) projecting sign.

Drawing Nos: Site location plan; (508/SD/-)01 rev A, 02 rev B, 03 rev B.

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 display of a fascia sign externally illuminated by an existing trough light and projecting sign with internally illuminated lettering only are considered to be acceptable within the context of this busy commercial high street environment. given their The proposed size, design, colour, materials, location, luminance levels and methods of illumination. They would not have any adverse impact to the host building, the wider conservation area, on neighbouring amenity, nor would they be harmful to pedestrians or vehicular safety in accordance with Camden Planning Guidance.

Concern was initially raised in relation to an existing unauthorised internally illuminated projecting sign positioned at fascia height and fixed inappropriately, so causing damage to an existing corbel or console bracket. Concern was also raised with regard to subsequent proposals for a replacement projecting sign which would also be fully internally illuminated and fixed in a similar position. Following Council advice, the applicant submitted further amended proposals and drawings, which included an internally illuminated (lettering only internally illuminated) sign positioned to the left of the console bracket and on the fascia panel itself. The amendments included the removal of the existing unauthorised projecting sign and works to make good any damage caused by its' fixing.

Though internally illuminated signs would not normally be acceptable within a

conservation area, in this particular instance, the internally illuminated projecting sign is modestly sized with suitably low luminance levels (220 cd/m²) and with only the white Chinese lettering illuminated (the red and white background remaining non-illuminated). Furthermore, the proposed signage would not obscure or damage any significant architectural features, nor detract from the character and appearance of the Bloomsbury Conservation Area. These amendments are therefore 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.

As such, the proposal is in general accordance with policies A1, D1 and D4 of the Camden Local Plan 2017, the London Plan 2016, and the National Planning Policy Framework 2019.

2 WARNING OF ENFORCEMENT ACTION TO BE TAKEN

The existing unauthorised internally illuminated projecting sign is considered to be harmful to the character and appearance of the host building and wider Bloomsbury Conservation Area, and as such, enforcement action may be taken in relation to this should the unauthorised display of signage not be removed within 1 month of the date of this advertisement consent being granted.

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



Daniel Pope
Chief Planning Officer