

Application ref: 2019/1873/A
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Theo Paphitis Retail Group
Fao. Alan Holliman
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Hertfordshire
HP2 7EA

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Advertisement Consent Granted and Warning of Enforcement Action

Address:

Unit 2 Bloomsbury Plaza
52-56 New Oxford Street
London
WC1A 1ES

Proposal:

Display of externally illuminated (spot-lit) hanging sign.

Drawing Nos: 500-1229; 250-1229 Rev B; Spotlight image.

The Council has considered your application and decided to grant permission 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 an externally illuminated (spot-lit) hanging sign is considered to be acceptable given its size, design, colour, materials, location, luminance level and method of illumination. It would not have any adverse impact on neighbouring amenity, nor would it be harmful to pedestrians or vehicular safety in accordance with Camden Planning Guidance.

Concern was initially raised by the Council with regard to an existing unauthorised hanging sign which is externally illuminated by trough lighting apparatus which appears too bulky and unnecessarily large for a sign of this kind in the context of the streetscene in this part of Bloomsbury Conservation Area. Concern was also raised in relation to a proposed internally illuminated fascia sign due to its' method of illumination and low position in the shopfront window in so far as this would be harmful to the character and appearance of the conservation area, as well as, result in an excessive number of signs displayed on the premises, creating unnecessary visual clutter.

Following Council advice, the applicant amended the proposals and drawings so as to provide a more sensitive method of lighting for the hanging sign using much slimmer and less conspicuous spotlights with a suitably low luminance level (70 cd/m²), and to omit the fascia sign altogether from the proposals. Given these

amendments, and the fact that the proposed signage would not obscure or damage any significant architectural features, nor detract from the character and appearance of the Bloomsbury Conservation Area, the proposals are 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, D2 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 externally illuminated (trough-lit) hanging 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