

Application ref: 2019/1021/A
Contact: Jaspreet Chana
Tel: 020 7974 1544
Date: 11 July 2019

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

John Foreman & Partners Ltd
PO Box 1068
Canterbury
CT1 9JF

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**34-44 Britannia Street
London
WC1X 9JG**

Proposal:

Display of 3x non-illuminated fascia signs and vinyl signage to be added to the south east corner window

Drawing Nos: Site location Plan, HHUK/0119/1001, HHUK/0119/1002, HHUK/0119/1002 vinyl detail, HHUK/0119/1003, HHUK/0119/1004, HHUK/0119/1005, Design and Access Statement.

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 development hereby permitted shall be carried out in accordance with the following approved plans: Site location Plan, HHUK/0119/1001, HHUK/0119/1002, HHUK/0119/1002 vinyl detail, HHUK/0119/1003, HHUK/0119/1004, HHUK/0119/1005, Design and Access Statement.

Reason: For the avoidance of doubt and in the interest of proper planning.

Informative(s):

- 1 Reason for granting consent:-

The proposed signage involves installation of three frosted acrylic fascia signs two to the front elevation (one above the main entrance and one above the south east lower corner) and one on the west side elevation. The text on the sign would be in blue and green lettering with sunflower as the dot above the letter I. All three fascias would not be illuminated, they would appear modest and be in keeping with the existing building and surrounding area. Two vinyl signs would also be added externally to the front elevation on the glass windows of a large sunflower and hospice sign below, these would be limited to the glass windows and would be acceptable.

The signage is considered to be acceptable in terms of its size, design and location. The signage will therefore preserve the character and appearance of the

host building, the conservation area and the streetscape.

The proposal will not impact on neighbours' amenity nor would it be harmful to either pedestrians or vehicular safety.

The site's planning history has been taken into account when coming to this decision. No objections were received in relation to the proposal.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed signage is in general accordance with policies A1, D1, D2 and D4 of the London Borough of 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 positioned above the typed name.

Daniel Pope
Chief Planning Officer