

Application ref: 2019/2715/A
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Date: 20 August 2019

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Integrity
Allingham Barn
Summerhill Road
MARDEN
TN12 9DB
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Waitrose & Partners
23 Brunswick Centre
London
WC1N 1AF

Proposal:

Installation of 1 x fascia and 1 x projecting sign; Replacement of existing internal suspended illuminated signage; Addition of 4 panel signs and replacement of existing vinyl to rear glazing
Drawing Nos: WAI.813.018 Issue G1 23-07-2019

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 proposed signage is considered acceptable in terms of size, design and location, and appropriate to the style and character of the host building. Following officer advice, plans were revised to omit the addition of vinyl to prominent areas of glazing in response to concerns over impact to the building's special aesthetic character and to respect the consistency of design of the centre's retail frontages. As such, it is considered that the proposals would not result in harm to the visual amenity of the area and would preserve the character and appearance of the Brunswick Centre and surrounding Bloomsbury Conservation Area.

The signage would not harm the amenity of nearby occupiers in terms of outlook or light pollution. The signs would not be hazardous to vehicular or pedestrian traffic and the proposal raises no public safety concerns.

No objections have been received prior to making this decision and the site's relevant planning history has been taken into account when coming to this decision.

Special regard has been attached to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses under s.66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

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 Planning (Listed Buildings and Conservation Areas Act) 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan (2017). The proposed development also accords with the London Plan (2016) and 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 rectangular background.

Daniel Pope
Chief Planning Officer