

Application ref: 2019/3589/A
Contact: Tony Young
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MG Signs Limited
MG Signs Limited
Pondwood Close
Moulton Park
Northampton
NN3 6RT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
52 Bedford Row
London
WC1R 4LR

Proposal:

Display of 2 x non-illuminated fascia lettering signs and a brass plaque sign on front elevation, and 1 x non-illuminated projecting sign on corner of Bedford Row and Brownlow Street.

Drawing Nos: Site location and block plans; Permanent Signage document from MG Signs Ltd received 18/09/2019.

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 Reason for granting advertisement consent:

The proposed display of 2 x non-illuminated fascia lettering signs and a brass plaque sign on the front elevation, and 1 x non-illuminated projecting sign on the corner of Bedford Row and Brownlow Street are considered to be acceptable given their size, design, colour, materials, location, method of fixing and absence of illumination. They would not have any adverse impact on neighbouring amenity nor would they be harmful to pedestrians or vehicular safety in accordance with Camden Planning Guidance.

Concern was initially raised by the Council with regard to the proposed illumination and number of signs in so far as this might result in an over-proliferation of signage and introduce illumination harmful within the context of the streetscene, the settings of any nearby listed buildings, and the Bloomsbury Conservation Area. Following Council advice, the applicant amended the proposals and drawings to omit any form of illumination and reduce the number of signs. Following 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 or be harmful within the settings of any nearby listed buildings, 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.

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 printed name and title.

Daniel Pope
Chief Planning Officer