

Application ref: 2019/2449/A
Contact: Charles Thuairé
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Date: 26 September 2019

Development Management
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Planning Resolution Ltd
Thorncroft Manor
Thorncroft Drive
Leatherhead
KT22 8JB

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
4 Wild Court
London
WC2B 4AU

Proposal:

Display of a projecting sign with internally illuminated lettering and 2 non-illuminated wall mounted plaques on Kingsway entrance to new hotel

Drawing Nos: 005-EXS01-P2, 005-dD01-P1, 005-dD02-P1, 005-SG01-P2

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 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.

- 2 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.

3 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.

4 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.

5 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.

Informative(s):

1 Reason for granting consent-

The proposed projecting sign will match other similar ones along Kingsway, notably the sign at the shop unit next door, in terms of its size, thickness, projection and height, and internally illuminated lettering. The 2 non-illuminated wall-mounted plaques, the applied letter Z on glazing above the doorway and the entrance side recess spotlights are discreet and appropriate.

As such, the signage is considered to be acceptable in terms of size, design, location and method of illumination. They will not harm the character and appearance of this building and streetscene nor that of the conservation area.

The proposal will not be harmful to neighbouring amenity nor to pedestrian and vehicular safety.

As such, the proposed development is in general accordance with policies D1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with 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:

Yours faithfully

A handwritten signature in black ink, appearing to read 'DP', is centered on the page.

Daniel Pope
Chief Planning Officer