

Application ref: 2019/6297/A
Contact: Leela Muthoora
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Date: 6 March 2020

Development Management
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Astley Signs Ltd
Redforrest House
Queens Court North
Team Valley
Gateshead
NE11 0BP

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**50-60 Southampton Row
London
WC1B 4AR**

Proposal: Display of 2x internally illuminated vertical signs to Theobalds Road and Old Gloucester Street elevations, 1x halo illuminated fascia sign and 2x internally illuminated fascia signs to Theobalds Road elevation, 1x internally illuminated sign to under croft of rear entrance of existing hotel.

Drawing Nos: Drawing package G_74354_Rev F dated 21.02.2020 (pages 1-12)

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 externally lit signage shall not be illuminated with flashing elements at any time.

Reason: To ensure that the advertisement does not have an adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance policy D4 (Advertisements) of the Camden Local Plan 2017.

- 7 The intensity of the illumination of the proposed fascia sign shall not exceed 300 candelas per square metre.

Reason: To ensure that the advertisement does not have an adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance, and in general accordance with policies A1 and D4 of the Camden Local Plan 2017.

Informative(s):

1 Reason for granting permission-

The proposed signs are acceptable in size and location, considering the large scale and character of the host building. Signs have previously been approved at a high level on the most visible elevations; following amendments, these signs match the building material. Given these factors, it is considered that the proposals would cause no harm to the visual amenity of the area and adjacent Bloomsbury Conservation Area.

Whilst the signs would have some impact in terms of light spill, following amendments they are in a typical position, illumination is at a low level and limited to lettering only, with perforated vinyl that allows illumination at night, which is not considered to disturb neighbouring occupiers. The signs would not be hazardous to pedestrians or vehicular safety, and therefore raise no public safety concerns.

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

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 CPG for Advertisements, 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 blue rectangular background.

Daniel Pope
Chief Planning Officer