

Application ref: 2020/1428/A  
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Date: 7 July 2020

**Development Management**  
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Gerald Eve  
72 Welbeck Street  
London  
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United Kingdom

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**Unit 3**  
**Centre Point Link**  
**10 St. Giles Square**  
**London**  
**WC2H 8AP**

Proposal:

Installation of illuminated fascia signage above entrance door at ground floor level  
Drawing Nos: (695-MICA-XX-00-DR-A)-15000 Rev PL1, (695-MICA-XX-XX-DR-A)-19510  
Rev PL2; 19511 Rev PL1; 19515 Rev PL1; 19520 PL2.

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 Reasons for granting advertising consent.

Advertising consent is sought for the installation of an illuminated fascia signage above the entrance door at ground floor level. The works are in association with the second floor the Centre Point Link building, and application under 2020/1427/P and 2020/1628/L.

The advertisement proposed at the site would show the site's address. The proposed fascia signage would be of an appropriate scale for the host building. The signage would be statically illuminated using LED lights. The lettering and numbering would be mounted on two parallel bars above the entrance door, minimising the fixings required to the listed building and ensuring that the character and appearance of both the listed building and the conservation area is preserved. The signage would front onto the new public piazza.

Overall, the signage is considered to be acceptable in terms of size, design, location and method of illumination. It would preserve and enhance the appearance and character and setting of the host listed building and wider conservation area.

The proposals are not considered to impact on any neighbouring amenity and

would not be harmful to either pedestrian or vehicular safety in the vicinity.

No objections were received prior to coming to this decision. The site planning history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies A1, D1, D2, D4 of the Camden Local Plan 2017, The Denmark Street Conservation Area Appraisal and Management Plan 2010, The 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 printed name and title.

Daniel Pope  
Director of Economy, Regeneration and Investment