

Application ref: 2020/2045/A
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Mr Andy Horwood
Kestrel Way
Welwyn Garden City
AL7 1GB

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Tesco
40 Bernard St
Russell Square
London
WC1N 1QJ

Proposal: Display of 1 x internally illuminated and 2 x non-illuminated fascia signs, 1 x internally illuminated projecting sign, and 1 x non-illuminated window vinyl (Use Class A1).

Drawing Nos: 02_2720_02A, 02_2720_02B, 03_2720_03A & 03_2720_03B.

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 approval:

The proposed advertisements are considered to be acceptable in terms of size, location and would be illuminated to a level of no more than 300cd/m². Although the use of internal illumination and perspex would not typically be supported, given the context of surrounding development, coupled with the overall design and proportions of the signage, on balance, it is considered that the proposal would not severely detract from the architectural features of the host building, nor would it appear overly dominant in the street scene. As a result, the proposal does not cause undue harm to the visual amenity of the area and can be supported.

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

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

As such, the proposal is considered to comply with policy D4 of the Camden Local Plan (2017), the London Plan (2016), The London Plan (Intend to Publish (2019)

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 written over a light grey rectangular background.

Daniel Pope
Director of Economy, Regeneration and Investment