

Application ref: 2020/4144/A
Contact: Raymond Yeung
Tel: 020 7974 4546
Email: Raymond.Yeung@camden.gov.uk
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Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Muzo
2 Ritchings Avenue
London
E17 6LB
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
3 Windmill Street
London
W1T 2HY

Proposal: Installation of an externally illuminated (spot-lit) 1no. fascia sign.

Drawing Nos: Site plan, location plan, 024/01_200, 024/01_201.

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 advertisement consent:

The proposed externally illuminated (spot-lit) fascia sign is considered to be acceptable in terms of size, design, colour, materials, location, luminance levels and methods of illumination (following revisions to remove trough-lighting). The sign would not have any adverse impact on neighbouring amenity, nor would it be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance. As such, it is considered that the signage would preserve the street scene and wider character of the Charlotte Street conservation area, and would therefore be acceptable.


The site's planning and appeal history has been taken into account when coming to this decision. No objections have been received in relation to the proposals.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017, the London Plan March 2016 (As amended), 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 a light grey rectangular background.

Daniel Pope
Director of Economy, Regeneration and Investment