

Application ref: 2020/3463/A  
Contact: Adam Greenhalgh  
Tel: 020 7974  
Email: Adam.Greenhalgh@camden.gov.uk  
Date: 3 November 2020

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

Iceni Projects  
Da Vinci House  
44 Saffron Hill  
London  
EC1N 8FH

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**33-37 University Street**  
**London**  
**WC1E 6JN**

Proposal:

Display of non-illuminated projecting sign and illuminated lighting channel above the front elevation canopy.

Drawing Nos: 064-TWA-XX-XXX-DR-AX-17000 rev B, Design & Access Statement

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 consent-

The application relates to the University Street frontage of the ground floor offices on the eastern side of the building. The building has an Art Deco design with a very strong horizontal rhythm. The ground floor offices have Crittal windows with vertical and horizontal bars, a main and secondary entrance with metal/glazed doors and a white rendered wall.

The proposed signage would have 200mm high lettering in painted aluminium with uplighting on a metal canopy above the main entrance door.

The proposed signage would have an appropriate materiality, design, location and method of illumination for this Art Deco building. There would be no harm caused to the historic or architectural integrity of the non-designated heritage asset. The proposals would therefore preserve the character and appearance of the host building, streetscene and Conservation Area.

The proposed signage would not result in any loss of amenity to neighbours or loss of public safety on the highway.

As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017.

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 'DP', is positioned above the typed name and title.

Daniel Pope  
Director of Economy, Regeneration and Investment