

Application ref: 2020/5915/A
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Mr Andy Horwood
Kestrel Way
Welwyn Garden city
AL7 1GB
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Tesco metro
10-16 Goodge St
Bloomsbury
W1T 2QB

Proposal:

2x internally illuminated fascia signs, 2X Illuminated projecting signs and 5x Fascia panels and 2x Vinyl signs

Drawing Nos: 03_2568_03A; 02_2568_02A; 03_2568_03B_R1; 03_2568_03B_R;
03_2568_03B_R1; Projecting+Sign+V2.1; Fascia V2.2; Fascia V2.1

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 permission:

The proposed signage is considered to be acceptable given the size, design, materials, location, methods of illumination and luminance levels. It is noted that internally illuminated signs are not normally acceptable within a conservation area; however, in this particular instance, the signs would have suitably low luminance levels (no higher than 350 cd/m²). The site had previous permission under 2015/0061/A for internally illuminated signs and this submission is an improvement on them, proposing halo illumination. The signs would therefore preserve the street scene and wider character of the Charlotte Street Conservation Area, and are acceptable.

The signs would not be harmful to either pedestrians or vehicular safety in accordance with guidance given its size and low level of illumination.

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

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 Listed

Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposal is in general accordance with policy D4 of the Camden Local Plan 2017, the London Plan 2021 and the National Planning Policy Framework 2021

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
Chief Planning Officer