

Application ref: 2021/2797/A
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Date: 8 October 2021

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

Ryoma Design & Construction
Level 1 Devonshire House
One Mayfair Place
Mayfair
London
W1J 8AJ
UK

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
212 Shaftesbury Avenue
London
WC2H 8EB

Proposal:

Advertisement Consent for alteration to the front elevation and 1x new externally illuminated fascia sign to ground floor unit (Class E). Internal alterations including a new stud wall also under 2021/3559/L

Drawing Nos: A2, HIS-BWaJ91, HIS-BWaD05, OS Site Plan, Floor Plans, Elevation Graphic and Photos

The Council has considered your application and decided to grant consent subject to the following conditions:

Conditions and Reasons:

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

- 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.

- 6 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.

Informative(s):

- 1 Reasons for granting:

The proposed signage is considered to be acceptable given the size, design, colour, materials, location. The site is grade II listed and within Bloomsbury Conservation Area.

The signs would not have any adverse impact on neighbouring amenity, especially given the fact only the top is being altered and the style of external illumination is being retained. Because of this the proposal would not be harmful to either pedestrians or vehicular safety in accordance with guidance.

The signs would therefore preserve the street scene and wider character of the Bloomsbury Conservation area.

The internal alterations including the stud wall, after assessment from the Council's Conservation Officer have been considered acceptable.

No objections were submitted and the site's planning and appeals history has been taken into account when coming to this decision.

As such, the proposal is in general accordance with policy D1, D2, D3 and D4 of the Camden Local Plan 2017, the advertisements CPG, the London Plan 2021 and the National Planning Policy Framework 2021.

- 2 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at www.camden.gov.uk) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

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 2021.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



Daniel Pope
Chief Planning Officer