

Application ref: 2021/4853/A
Contact: Fast Track Team
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Date: 5 November 2021

Development Management
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RML Architecture Ltd
Freedom Works
Unit 7 Hove Business Centre
Fonthill Road
Hove
BN3 6HA
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

1 Smart's Place
London
WC2B 5LW

Proposal:

Display of 2x internally illuminated fascia signs on a timber fascia board and 1x internally illuminated projecting sign

Drawing Nos: 9532-P-01; 9532 -P-03; 9532 -P-04-PA; 9532-P-05-B; 9532-P-06

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/consent-

The proposal involves the one internally illuminated fascia sign to the front elevation, one internally illuminated fascia sign to the side elevation and one internally illuminated projecting sign. The drawing shows a vinyl advertisement applied to the glazing internally. This element is not considered as part of this proposal as it does not require express advertisement consent.

The size, location, and material of the proposed adverts are appropriate for the character and appearance of the host building and the surrounding commercial environment.

The signs are not considered to be hazardous to road users and pedestrians, therefore would raise no public safety concerns.

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

As such, the proposed development is in general accordance with policy D4 (Advertisements) of the Camden Local Plan 2017. The proposed development also

accords with the policies of the London Plan 2021 and the National Planning Policy Framework 2019 and the London Plan 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 2021.

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 name of the signatory.

Daniel Pope
Chief Planning Officer