

Application ref: 2020/5804/A
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Principle Systems
Tandem Industrial Estate
Waterloo
Huddersfield
HD5 0AL
West Yorkshire

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

61 Birkenhead Street
London
WC1H 8BB

Proposal: Display of 1 x non illuminated signs & 1 x non illuminated projecting sign to front elevation.

Drawing Nos: Drawing Package reference: BCH-A001-C dated 10/05/2021.

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 proposal involves the installation of a non-illuminated sign above the entrance, (individual stainless steel letters on runner bars spanning the window) and a non-illuminated projecting sign located at ground floor level adjacent to the boundary with no. 3 Euston Road.

The property is located in Kings Cross Conservation Area and the host property is considered to make a positive contribution to the Conservation Area. The elevation of the building has no designated fascia board area for the entrance advert. Therefore, the proposal includes mounting the sign on runners which would sit proud of the window above the main entrance. The runners will have a lightweight appearance given their slim profile and would be painted to match the window frames.

The size, location, and material of the proposed adverts ensure they would not appear dominant and would preserve and enhance the character and appearance of the host building and conservation area.

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

The proposals have been revised during the course of the application to remove a

high level advert which obscured architectural features and illumination which was considered harmful to the conservation area.

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.

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

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 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 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer