

Application ref: 2021/5600/A  
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Date: 23 February 2022

**Development Management**  
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UMDASCH The store makers  
Fao. Mr Gary Smith  
The Gallery, Unit 4  
54 Marston Street  
Oxford  
OX4 1LF

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**90 High Holborn  
London  
WC1V 6LJ**

Proposal:

Display of fascia and projecting blade signs with internally illuminated lettering and logos only.

Drawing Nos: Site location and block plans; 2227\_SF\_001 rev C; 2227\_DT\_002 rev B;  
Email from Umdasch dated 18/01/2022.

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 Reason for granting advertisement consent:

The proposed signage is considered to be acceptable in terms of its size, design, materials, location, luminance levels and methods of illumination. Though internally illuminated signs would not normally be acceptable within a conservation area, in this particular instance, the internally illuminated fascia and projecting signs would be modestly sized with suitably low luminance levels (no higher than 430cd/m<sup>2</sup>) and with only the lettering/logo illuminated (the background of the signage remaining non-illuminated).

Following Council advice, the applicant submitted revised drawings which show the proposed projecting sign more suitably positioned at fascia level in accordance with guidance rather than at a lower level as originally proposed.

None of the proposed signage would obscure or damage any significant architectural features. It would not be harmful to pedestrians or vehicular safety nor have any adverse impact on neighbouring amenity.

Overall therefore, the proposal would preserve the character and appearance of the host building, streetscene, and wider Bloomsbury Conservation Area, and is acceptable.

The site's planning and appeals history has been taken into account when coming

to this decision. One objection from the local group was received and subsequently withdrawn after revisions were made to address their concerns.

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

- 2 Proposals to display vinyl manifestations and hanging signs internally behind the shopfront glazing as shown on the submitted drawings do not require express advertisement consent from the local authority in the form of an application, as defined by Schedule 1, Class I and Schedule 3, Part 1, Class 12 respectively of the Town and Country Planning (Control of Advertisements) Regulations 2007.

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