

Application ref: 2022/1389/A
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Date: 16 May 2022

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Iceni Projects
Da Vinci House
44 Saffron Hill
London
EC1N 8HF

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Endeavour House
189 Shaftesbury Avenue
London
WC2H 8JR

Proposal:

Display of 1 x backlit sign over main entrance.

Drawing Nos: 00000-00-GA-P1; 37010-00-EX GA-XX; 37010-00-EX-E.01-EX-P1; Sketch 00; Sketch 07; 37010-00-EX-E.01-PROP-P1; 37010-00-EX-E.01-PROP-2-P1; 37010-00-GA-P2; Planning Statement by iceni dated January 2022; Design and Access Statement by Thirdway; Deltalight specification sheet.

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 includes the display of a backlit letter only sign above the entrance on a brass plate. The drawings also show signs showing the number of the property on the columns of the entrance, however they benefit from deemed consent.

The proposed signage is considered to be acceptable given its size, design, materials, location, method of illumination and luminance levels. The proposed signage would therefore preserve the street scene and character and appearance of the adjacent conservation area.

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

The site's planning and appeals history has been taken into account when coming to this decision. A response was received from Bloomsbury CAAC with no comments on the proposal.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the adjacent Seven Dials Conservation Area, under

s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

As such, the proposal is in general accordance with policies D1, D2, D4 and A1 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 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 positioned above the printed name and title.

Daniel Pope
Chief Planning Officer