

Application ref: 2022/0753/A
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Date: 9 October 2022

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evolve architecture limited
Unit 2-1
The Hive
Beaufighter Road
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Starbucks Coffee Company
Unit 7
Brunswick Shopping Centre
London
WC1N 1AW

Proposal:

Display of 2x internally illuminated projecting signs.

Drawing Nos: 12420-A-1001; 12420-A-2001; 12420-A-2002; 12420-A-3001; SH-2001; I-1105.

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 site is a shop within a concrete megastructure of 1972, listed grade II and making a positive contribution to the Bloomsbury Conservation Area.

The proposal is for the display of 2x internally illuminated projecting signs, located externally on each elevation of the shopfront and an illuminated internal fascia sign located behind existing glazed shopfront. It appears that the works have already been implemented on site and therefore they are retrospective. The size and positioning of the advertisements accord with the signage design across the Brunswick Centre. Given the modest scale of the signage and its low luminance at 400cd/m², the luminance and nature of the signs is acceptable. The proposed signage is considered to be acceptable in terms of its size, design, colour, materials, position, methods of fixing and illumination, and luminance level.

Furthermore, the proposed signage would not obscure any significant architectural features or otherwise visually harm the appearance of the listed building, nor detract from the character and appearance of the wider Bloomsbury Conservation Area. As such, the proposal is considered to be acceptable.

The signage would not be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance, nor would it have any adverse impact on neighbouring amenity.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received.

Special regard has been attached to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses under s.66 and 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 policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2021.

- 2 Proposals to display illuminated sign internally behind the shopfront glazing as shown on the submitted drawings are considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 12 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore do not require formal determination by the local authority in the form of an advertisement consent application.

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:

<https://www.gov.uk/appeal-planning-decision>.

Yours faithfully



Daniel Pope
Chief Planning Officer