

Application ref: 2022/3393/A
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Date: 10 November 2022

Development Management
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Studio Cubic Ltd
Navigator House
60 High Street
Hampton Wick
KT1 4DB

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**1 Northington Street
London
WC1N 2JE**

Proposal:

Display of externally lit fascia sign and awning sign (retrospective)

Drawing Nos: Site Location Plan FRD-A-P-401, FRD-A-P-101, FRD-A-P-601, FRD-A-P-102 Rev 2

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 advertisement consent:

The proposal is for retaining the display of an externally illuminated fascia sign and awning sign already installed.

The fascia sign consists of a timber board painted in light brown with bronze lettering measuring 0.25m high and 1.08m wide. It is lit by two external lights located above the fascia. The materials and finishes are considered sympathetic to the host building and conservation area and are acceptable. The fascia sign is subordinate and located at an appropriate height and external illumination is acceptable in the conservation area.

Small bronze lettering spelling 'FRED' is located on the front of the awning which reads as being subordinate to the awning and is considered acceptable.

The signs are considered acceptable in terms of their location, size, scale and design and do not harm the character and appearance of host building, streetscene and Bloomsbury Conservation Area. Furthermore, they do not adversely impact on public highway safety or neighbouring residential amenity.

No objections have been received prior to making this decision. The planning history of the site has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies A1, D1, D2, D3 and D4 of the Camden Local Plan 2017. The proposed development also accords with 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:

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

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