

Application ref: 2022/2225/A
Contact: Fast Track TC
Tel: 020 7974
Email:
Date: 7 December 2022

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk

www.camden.gov.uk/planning

Medash Signs Ltd
Station House
Eastmead Trading Estate
Ashford
TN23 7RX
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**96 Marchmont Street
London
Camden
WC1N 1AG**

Proposal:

Retrospective application for the display of 1x internally illuminated fascia sign, 1x non-illuminated projecting sign and 1 x non illuminated retractable awning.

Drawing Nos: 64763/01; 64763/02; 64763/03; 64763/04; 64763/05; 64763/06; 64763/07;
64763/08

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:

This retrospective application is for the display of 1x internally illuminated fascia sign, and 1x non-illuminated projecting sign. Internally illuminated signs are not usually permitted in a conservation area, but in this instance the internal illumination will highlight only the letters and has a suitably low illuminance level of 325cd/m². The signs are therefore acceptable. The proposals also include a retractable awning with a non illuminated sign, the sign is small in scale and there is sufficient clearance between the bottom of the awning and the footway to ensure it would not impact on public safety.

The drawings detail vinyl advertisements to be applied to the glass internally. The vinyls do not require advertisement consent and are therefore not assessed as part of this application.

The proposal is considered to preserve the character and appearance of the Bloomsbury Conservation Area. 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 2013.

The proposal would not cause harm to pedestrians or vehicular safety or have any adverse impact on neighbouring amenity.

No objections have been received prior to making this decision. Bloomsbury CAAC commented that the application is retrospective and that a flag and flagpole had been installed (addressed in informative 2). 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 D2 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.

- 2 It was noted during the site visit that a flag has been erected on the first floor level. This flag requires advertisement consent and is unlikely be granted permission. You are advised to remove the flag.

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