

Application ref: 2023/2280/A
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

127-128

High Holborn

London

WC1V 6PQ

Proposal:

Display of 3 x fascia level signs featuring lettering on existing granite fascia, and lettering behind glazing, at 3 x window bays at the High Holborn frontage; display of 2 x brass plate wall mounted signs at the Southampton Place frontage

Drawing Nos: 19000, rev PL1; 19010, rev PL1; 19011, rev PL1; 19017, rev PL1; 19020, rev PL1; 19021, rev PL1; 19025, rev PL1; 19026, rev PL1; 19030, rev PL1; 19031, rev PL1; 19032, rev PL1; 19040, rev PL1; 19110, rev PL1; 19111, rev PL1; 19125, rev PL1; 19126, rev PL1; 19130, rev PL1; 19131, rev PL1; 19132, rev PL1; 19140, rev PL1; 19510, rev PL1; 19511, rev PL2; 19517, rev PL1; 19520, rev PL2; 19521, rev PL1; 19525, rev PL2; 19526, rev PL1; 19130, rev PL1; 19131, rev PL1; 19132, rev PL1; 19540, rev PL2; Design & Access Statement prepared by MICA Architects, reference 741 - 70000; Heritage Assessment prepared by Ceni Projects dated March 2023; MEP Summary note prepared by Thornton Reynolds dated 20/03/2023; Structural Report prepared by Heyne Tilett Steel dated 21/03/23; Amended Shop Front design document, prepared by MICA Architects, reference 741 - 70000

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 The proposal seeks to display new signage at the site's High Holborn and Southampton Road road frontages. The signage would be principally concentrated on the High Holborn frontage, comprising 3 fascia level signs featuring lettering on existing granite fascia, and lettering behind glazing at 3 window bays serving the commercial/retail units. In addition, 2 brass plate wall mounted signs would be installed at the Southampton Place frontage.

The proposed fascia signage would appear as commensurate to the size, form and arrangement of the shopfronts, with the fascia signage occupying a similar space as the previous fascia signage at the site (now removed) associated with the

previous bank tenancy. The proposed letter signage would be subtle and minimise the amount of historic granite fascia covered over.

Similarly, the lettering behind the three bay windows would be recessive to the shopfront glazing, not obscure the central parts of the windows or being positioned so as to be immediately prominent to passersby on the adjacent footway.

The proposed brass plates at the Southampton Row entry would be small in scale in the context of the large entrance arch, and contrast appropriately with the materiality of the arch's stone material.

The signs would not be illuminated.

Overall, the signs would be subtle and visually inobtrusive, and would contrast appropriately and not dominate over the building's historic architecture.

The signs are considered acceptable in terms of their location, size, design and would not harm the character and appearance of High Holborn or Southampton Row. Furthermore, they would not adversely impact on neighbouring residential amenity nor on public safety of pedestrians and drivers.

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 policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

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>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light blue rectangular background.

Daniel Pope
Chief Planning Officer