

Application ref: 2025/1394/A
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Holland & Barrett
Fao. Mr Haaroon Nasir
Samuel Ryder House
Barling Way
Nuneaton
CV10 7RH

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
100-110 High Holborn
London
WC1V 6QL

Proposal:
Display of internally illuminated fascia lettering sign to shopfront glazing on front elevation.

Drawing Nos: Site location plan; 25857 (2 pages).

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 proposed display of an internally illuminated fascia lettering sign to shopfront glazing on the front elevation is considered to be acceptable in terms of its design, size, location, method of illumination and luminance level, such that the character and appearance of the host building and wider streetscene would be preserved.

Though Council guidance generally discourages internally illuminated signage, in this particular instance, it is noted that the proposed sign would replace a similar existing sign and would be suitably sized in the context of the large glazed commercial frontage. The proposed sign would also have a relatively low luminance level (no higher than 300 cd/m²) that illuminates lettering only.

In regard to a Grade II listed building (no. 233 High Holborn) situated across the road and opposite the site, the sign would not be harmful to or obscure any significant architectural or historic features of this or the host building, nor otherwise be detrimental within this setting.

Furthermore, the proposed sign would not result in any harm to pedestrians or vehicular safety in accordance with Camden Planning Guidance, nor would there be 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.

As such, the proposal is considered to be acceptable and 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 2024.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

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 positioned above the printed name and title.

Daniel Pope
Chief Planning Officer