

Mr Tim Lane
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GL526HS

Application Ref: **2014/6190/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

7 November 2014

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted and Warning of Enforcement Action

Address:
4 Gray's Inn Road
London
WC1X 8HG

Proposal:
Display of 1 x internally illuminated fascia sign and 1 x internally illuminated projecting sign.
Drawing Nos: Site Location Plan; A2/206383 Rev3.

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 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.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

Informative(s):

- 1 Reason for granting:

The internally illuminated fascia and projecting signs currently in place have been displayed without advert consent, prior to the application being submitted.

Officers considered the fascia sign to be too large, overspilling onto the glazing bars and thus protruding from the shop front giving it a bulky appearance. The fascia sign in terms of its size and scale is not in keeping with the existing fascia signs in close proximity and is impacting negatively on the character of the streetscene.

During the course of the application the proposal has been amended to respond to officers' comments. The reduced sized of the fascia sign allows to fit sympathetically within the glazing bars of the shop front and has reduced its bulky appearance in accordance with our policies CS5, CS14, DP24 & DP26.

The internally illuminated projecting sign is an appropriate size and location. Only the letters are illuminated which ensure it does not appear over dominant.

As such it is considered that the proposed internally illuminated projecting and fascia signs are considered appropriate in terms of size, design, level of illumination and location and will not impact on the neighbours' amenity nor will they be harmful to either pedestrian or vehicular safety.

The site's planning history and relevant appeals have been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4 and 7.6 of the London Plan 2011; and paragraphs 14, 17, 56 -67 of the National Planning Policy Framework.

- 2 The display of an advertisement without consent is a criminal offence under Section 224(3) of the Town and Country Planning Act 1990. Under Section 225 of the Town and Country Planning Act, Section 10 of the London Local Authorities Act 1995 and Section 11 of the London Local Authorities Act 1995 the Council has powers to enter the land and remove the display. As such, the Council will commence prosecution/action to secure the removal of the advertisement.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



Ed Watson
Director of Culture & Environment