

Abdur-Rahim Kotalawela
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Application Ref: **2015/4024/A**
Please ask for: **Barry Dawson**
Telephone: 020 7974 **3560**

23 November 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
135 Gray's Inn Road
London
WC1X 8TZ

Proposal: Installation of 1 x internally illuminated fascia sign and 1 x internally illuminated projecting sign.

Drawing Nos: Site location plan; JAW-01-300A; JAW-01-301; and Email dated 06/11/2015

The Council has considered your application and decided to grant consent subject to the following conditions:

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.

Informatives:

- 1 This application seeks consent for the retention of an internally illuminated projecting sign and the display of a new fascia sign to replace the existing. The fascia signage currently installed is considered to be overly large and bulky and therefore not suitable or in keeping with the Bloomsbury Conservation Area. The proposed replacement fascia sign would reduce the overall size of the panel and level of protrusion in accordance with the Council's guidelines. The shutter box below the lettering of the existing fascia sign does not form part of the proposal and has not therefore been considered when assessing the application.

The proposed replacement internally illuminated fascia sign is considered to be appropriate in terms of its size, design, level of illumination and location. Similarly, although above fascia level and therefore higher than normally preferred, the projecting signage already installed is also considered to be acceptable as it is of a similar height to that of the Blue Lion pub which adjoins the site.

With regards to the level of illumination, the location of the signage means it will not result in direct illumination of neighbouring windows. Although there may be some low level spillage around the general environment, the proposal will not impact on

neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety.

One objection has been received in the course of the assessment, which has been taken in to account when coming to this decision, and included in the Consultation Summary.

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 Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

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, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4, 7.6 and 7.8 of the London Plan March 2015, consolidated with alterations since 2011; and paragraphs 14, 17, 56 -67, 126 -141 of the National Planning Policy Framework.

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