

Mr Matthew Carpenter
Planware Limited
The Granary
First Floor
37 Walnut Tree Lane
Sudbury
Suffolk
CO10 1BD

Application Ref: **2015/6356/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

29 December 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
McDonalds
24 Cambridge Circus
London
WC2H 8AA

Proposal: Display of an externally illuminated projectign sign to Shaftesbury Avenue elevation.

Drawing Nos: Site Location Plan; 1 x Photo Montage; and 6743-PL-011 RevB.

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 Reason for granting consent:

Camden Planning Guidance CPG1 - Design states that internally illuminated box signs are discouraged and should be sympathetic to the host building and location. The proposal was originally for an externally illuminated projecting sign. The method of illumination was deemed inappropriate and detrimental to the character and appearance of the conservation and the streetscene.

The proposal was duly revised to have the projecting sign externally illuminated in compliance with CPG 1 - Design. The proposed externally illuminated projecting sign is considered to be acceptable in terms of its location, size, materials, design and method of illumination. The proposal will not harm the setting of the adjacent listed building and will enhance the architectural interest of the host building and the appearance and character of the streetscape and the conservation area.

The proposal will not impact on the neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety.

The site's planning and appeal history has been taken into account when coming to this decision. Three objections were originally received. Two from neighbouring properties and one from the CGCA which all objected to the method of illumination being against the Council's policy and inappropriate for the location. The proposal was subsequently revised to have the signage externally illuminated which led to the withdrawal of the objection from CGCA.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area and special regard has been attached to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses, under s.66 and 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 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

A handwritten signature in black ink, appearing to read 'Ed Watson', written in a cursive style.

Ed Watson
Director of Culture & Environment