

Mr Stuart Trett
Design at Source Ltd
2-4 HIGH STEET
EVESHAM
Worcestershire
WR11 4HJ

Application Ref: **2015/6685/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

17 February 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
7-8 Leigh Street
London
WC1H 9EW

Proposal:

Display of 2 externally illuminated fascia signs (lit by concealed thin LED tape) and a hanging sign (trough-lit), including numbering applied to fanlights and installation of retractable awnings.

Drawing Nos: 1719-P01 rev A, 1719-P02 rev B, 1719-P03 rev B, 1719-P04 rev A; Heritage Statement (ref. 1719-4.1-set-heritageA).

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 fascia signs, hanging sign and applied numbering are all considered to be acceptable in terms of their size, design, method of illumination and location and will not have any adverse impact on the neighbouring amenity, nor will they be harmful to pedestrians or vehicular safety in accordance with the Camden Planning Guidance.

The proposed retractable awnings would be made of a traditional black fabric with cream coloured lettering along the edges and would be concealed within traditional awning boxes. They would be fixed appropriately at fascia level and would be 2m (no. 8) and 2.3m (no. 7) respectively in height above forecourt level when fully extended. Though one of the awnings does not meet the minimum requirement suggested of 2.3m, the height is considered to be acceptable in this particular instance as the awnings extend over a private forecourt area only (used for seated customers) and will not impact on the public highway or be harmful to public safety. The awnings are also considered to be in accordance with Camden Planning

Guidance in terms of position, design and materials.

Furthermore, the proposed signage and awnings would not obscure any significant architectural features or otherwise visually harm the appearance of the building, and would preserve the setting and special architectural interest of the listed building and enhance the street scene, character and appearance of the conservation area, and as such, are considered to be acceptable.

The site's planning and appeal history has been taken into account when coming to this decision. No objections have been received following statutory consultation. Historic England responded with an email dated 10/02/2016 confirming that the application can be determined as the Council see fit and without the need for formal authorisation.

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, and also of preserving or enhancing the character or appearance of the conservation area, under s.66 and s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

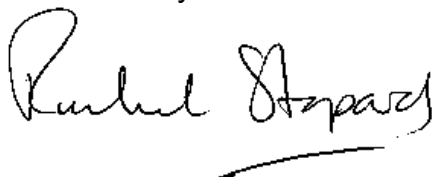
As such, the proposed development is in general accordance with policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy 2010; and policies DP24 (Securing high quality design), DP25 (Conserving Camden's heritage) and DP26 (Managing the impact of development on occupiers and neighbours) of London Borough of Camden Local Development Framework Development Policies 2010, policy 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 2012.

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 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard
Director of Culture & Environment