

Miss Alice Broomfield
DP9 Ltd
100 Pall Mall
London
SW1Y 5NQ

Application Ref: **2016/0863/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

23 March 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
31-32 & 33-34 Alfred Place
London
WC1E 7DP

Proposal:
Display of 2 x internally illuminated arrow and numbered signs to recess elevations by entrance door at 31-32 Alfred Place at ground floor level, and 1 x internally illuminated projecting sign at No33 Alfred Street.

Drawing Nos: Cover Letter (revised 22/03/2016); Advert Consent Application Bundle Rev04: 5 x Photos, Existing Photo, Proposed Photo Montage Rev04, P001/B - Site Location Plan, P100/D, P120/E, P200/G, P400/F, P620/A, P622/A, P623/-, P820/A, P821/A.

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 Reason for granting consent:

The proposed internally illuminated signs flanking the entrance at No31, and the internally illuminated projecting sign at No33 are considered to be acceptable in terms of locations, size, materials, design and method of illumination. The proposal will highlight the location of the host building with only the digits and the arrows designed to be illuminated.

The proposal will enhance the architectural interest of the host building and the appearance and character of the streetscape and the conservation area.

An amendment was requested to have a large painted sign at No31 to be displayed to the upper part of the front extension. This was removed from the proposal as it was deemed to be unacceptable and contrary to CPG1 (Design). It

has therefore been replaced by a non-illuminated projecting sign at No31 which, by virtue of its lack of illumination and small size, falls under Class 5 of The Town and Country Planning (Control of Advertisements)(England) Regulation 2007, and is therefore not included in this proposal.

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.

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

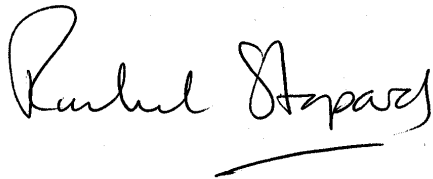
As such, the proposed development is in general accordance with policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development 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 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard
Director of Culture & Environment