

Mr David Hems
Creative Signmakers Ltd
Unit 5
Cowen Road
Blaydon on Tyne
Tyne and Wear
NE215TX

Application Ref: **2015/7199/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

5 April 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
64-65 Great Queen Street
London
WC2B 5BZ

Proposal:

Display of 3 x internally illuminated lettering hanging signs to existing canopy.

Drawing Nos: Site Location Plan; (570) RevG - Existing and Proposed Elevations, Detailed Elevations and Sections (Revised on 30/03/2016)

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:

The proposed internally illuminated lettering signs affixed to the underneath of the existing canopy are considered to be acceptable in terms of size, design, location and method of illumination. The proposal will highlight the location of the business as well as being sympathetic to the host building bearing a different name in the form of a large projecting banner sign to the upper floor to the front of the building.

Amendments were requested during the assessment process as the original proposal was viewed to be detrimental in terms of its design, location and method of illumination. The development was therefore revised to have the 3 signs affixed to the top of the canopy moved underneath, the external through light removed and having the letters internally illuminated, and the fascia sign above the entrance door removed altogether allowing for the details of the entrance flanks to be left unobscured.

The revision has produced a well thought proposal which compliments and enhances the historical interest and architectural features of the host building, and

the appearance and character of the streetscape and the conservation area, and will not harm the setting of adjacent listed building.

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

The sites planning history and relevant appeal decisions were 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 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.

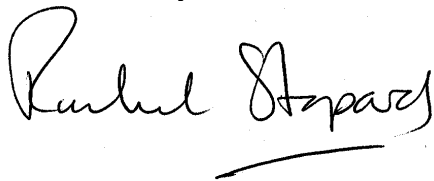
As such, the proposed development is in general accordance with policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4, 7.6 and 7.8 of the London Plan 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

A handwritten signature in black ink, appearing to read 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard
Director of Culture & Environment