

Mrs Sarah Carpenter
Planware Ltd
The Granary First Floor
37 Walnut Tree Lane
Sudbury Suffolk
CO10 1BD

Application Ref: **2016/1586/A**
Please ask for: **Jagdish Akhaja**
Telephone: 020 7974 **4899**

16 May 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
112 High Holborn
London
WC1V 6JS

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

Drawing Nos: The Location Plan 0228/0001, 0005 Rev B, Design and Access Statement April 2016, Letter details 035/2014, Projector Sign Details 035/2014.

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 The proposed internally illuminated fascia and projecting signs are considered to be acceptable in terms of their location, size, materials and design. With regard to the illumination, there are a number of neighbouring properties with internally illuminated adverts, the proposed adverts are in keeping with this approach. The proposal will not harm the character and appearance of the streetscene or the Conservation Area.

The proposal will not impact on the neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety by virtue of the siting and scale of the adverts.

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 and 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.

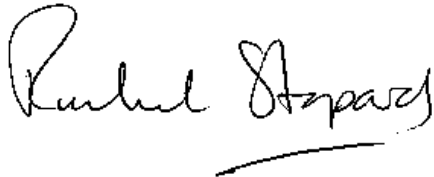
The proposed development is in general accordance with policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4, 7.6 and 7.8 of the London Plan 2016 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 it.

Rachel Stopard
Director of Supporting Communities