

Mr James Bishop
Inview
White Hall Farm
Shalford Green
Braintree
Essex
CM7 5AZ

Application Ref: **2016/1415/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

27 July 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Medway Court
Judd Street
London
WC1H 9QX

Proposal:

Display of internally illuminated projecting pharmacy cross sign (statically illuminated except for intermittent scrolling text) on the corner of Judd Street and Leigh Street.

Drawing Nos: Site location plan; (220/01-)P01, P02, P03, P04; email from Inview (agent) dated 07/04/2016.

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 Reasons for granting advertisement consent:

The proposed display of internally illuminated projecting pharmacy cross sign on the corner of Judd Street and Leigh Street with static illumination apart from intermittent scrolling text in the central horizontal bar is considered to be acceptable in terms of its size, design, method of illumination and location and will not have any adverse impact on the neighbouring amenity, neither will they be harmful to pedestrians or vehicular safety in accordance with the Camden Planning Guidance. As such, the signage is considered to enhance the street scene, as well as, the character and appearance of the Bloomsbury conservation area, and is therefore considered to be acceptable.

Concerns were initially raised with regard to the degree of luminance and the intermittent illumination of the whole sign. However, revisions were received which confirmed that the proposed sign would now be statically illuminated apart from some scrolling text within the central part of the cross sign, displaying information

commonly associated with pharmacy cross signs of this type (i.e. showing health related text, time, date, temperature etc.). The luminance level has also been reduced from 1,000cd/m to a maximum of 600cd/m or below. These revisions 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 in relation to the proposals.

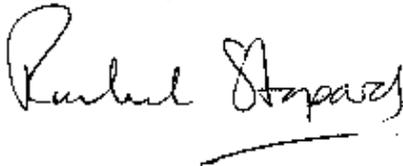
As such, the proposed development is in general accordance with policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy 2010; and policies DP24 (Securing high quality design), DP25 (Conserving Camden's heritage) and DP26 (Managing the impact of development on occupiers and neighbours) of the London Borough of Camden Local Development Framework Development Policies 2010, policy 7.4, 7.6 and 7.8 of the London Plan March 2016 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
Executive Director Supporting Communities