

Mr George Read
WSi associates
Parkside Business Park
Parkside Road
Kendal
LA9 7EN

Application Ref: **2016/4751/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

30 September 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
City University London
4 Gray's Inn Place
London
WC1R 5DX

Proposal:
Display of non-illuminated fascia sign above the walkway (facing Warwick Court).
Drawing Nos: Site location plan; Planning Design Statement (ref. 21988D) produced by
WSI Associates dated 23/08/2016.

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:

Warwick Court is a pedestrian access route that leads from High Holborn through to Gray's Inn Place. The sign would not be illuminated and would be mounted at first floor level in line with and between existing windows, serving as a way point guide to the law school. The signage, although large, would replace a similarly large sign, and would be discretely designed in terms of colour, materials, and lack of illumination. The signage would have no adverse impact on the neighbouring amenity, neither would it be harmful to pedestrians or vehicular safety in accordance with the Camden Planning Guidance. As such, the signage is considered to preserve the street scene, as well as, the character and appearance of the Bloomsbury conservation area, and is therefore 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

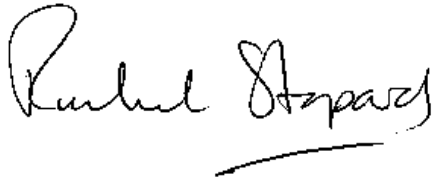
(Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy 2010; and policies DP24 (Securing high quality design), DP25 (Conserving Camden's heritage) and DP26 (Managing the impact of development on occupiers and neighbours) of the London Borough of Camden Local Development Framework Development Policies 2010, London Plan March 2016 and 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