

Mr Daniel Gender-Sherry
Bidwells
Bidwells Seacourt Tower
West Way
Oxford
OX2 0JJ

Application Ref: **2016/4905/A**
Please ask for:
Nora-Andreea.Constantinescu
Telephone: 020 7974 **5758**

7 October 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
167 Drury Lane
London
WC2B 5PG

Proposal: Display of fascia sign with illuminated logo letters and illuminated projector sign to shopfront (Class A3)

Drawing Nos: 19 B; 20 A; 11 L; Statement in support of planning application - Design & access statement.

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 approval.

The proposed advertisement consent includes a new internally illuminated fascia sign and an internally illuminated projection logo sign, in relation to the shopfront refurbishment dealt with under planning application 2016/4213/P.

The size, design, method of illumination and location of the proposed elements are considered to preserve and enhance the character and appearance of the host property, the Covent Garden (Seven Dials) Conservation Area and the streetscene. Furthermore, the proposal would not have any adverse impacts on neighbouring amenities nor would it be harmful to pedestrian or vehicular safety.

The proposal is considered to preserve and enhance the character and appearance of Covent Garden (Seven Dials) Conservation Area. 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 2013.

No objections have been received prior to making this decision. The planning history of the site has been taken into account when coming to this decision.

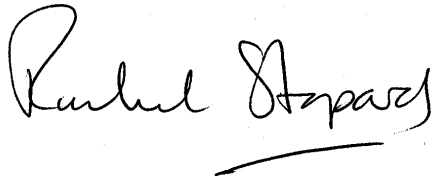
As such, the proposed development is in general accordance with the London Borough of Camden Local Development Framework Core Strategy, with particular regard to policies CS5 and CS14 and the London Borough of Camden Local Development Framework Development Policies, with particular regard to policies DP24, DP25 and DP26, and Covent Garden (Seven Dials) Conservation Area Statement. The proposed development also accords with policies 7.4, 7.6 and 7.8 of the London Plan 2015 and paragraphs 14, 17, 56-58 and 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