

Mr ANDREW HARWOOD
Design LSM
The Bath House
58 Livingstone Road
Hove
East Sussex BN3 3WL

Application Ref: **2016/4151/A**
Please ask for: **Nick Baxter**
Telephone: 020 7974 **3442**

4 November 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
193-197 High Holborn
London
WC1V 7BD

Proposal:
Installation of wall-mounted projecting sign and two metal signs in stone niches
Drawing Nos: File name: L15 3539 B&L Holborn Elev & Sections RevJ 0902 (marked revision F on drawing)

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 applicant proposes to install two non-illuminated black metal signs of modest size in niches on the façade and one projecting non-illuminated black metal projecting sign. The signs in the niches will be glued to the wall to prevent mechanical damage.

The proposed signs are considered acceptable in terms of size, design, and location and not to result in harm to the character and appearance of the streetscene or conservation area. The proposed signage would not obscure any architectural features or otherwise harm the special interest of the listed building.

The signs would not be illuminated, in line with Camden Planning Guidance and the location of the signage would not harm neighbouring amenity. The proposal raises no public safety concerns nor would it be harmful to pedestrian or vehicular safety.

The site's planning history and relevant appeals have been taken into account

when coming to this decision.

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, and also of preserving or enhancing the character or appearance of the conservation area, under s.66 and s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

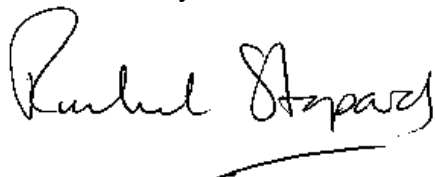
As such, the proposal is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with 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 and 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
Executive Director Supporting Communities