

Mr Leslie Gregg
Ashleigh Signs Limited
Ashleigh House
Beckbridge Road
Normanton Industrial Estate
Normanton
WF6 1TE

Application Ref: **2016/4454/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

14 November 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
49 Great Russell Street
London
WC1B 3BA

Proposal:
Display of 2x externally illuminated fascia signs, 1x externally illuminated hanging sign, 2x internally illuminated display cases

Drawing Nos: Site location plan and drawing package 122334 REV B sheets 1-8
09/11/2016

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 permission.

The proposed signs and display cases are considered acceptable in terms of size, design, location and method of illumination as they would respect the design, scale and historic fabric of the host building. Following officer advice, the proposed light fittings have been changed to traditional fittings as they are more appropriate. The signs are similar in size, colour and design to that seen previously on the building and are not considered to be unduly dominant on the street nor would they harm the Bloomsbury Conservation Area.

Whilst the advertisements will have some impact in terms of light spill, light fittings are positioned away from the nearest windows and they are not considered to be harmful to the amenity of neighbouring occupiers. The signs are positioned in a typical location on a public house and are not considered to impact on pedestrian or vehicular safety and therefore raise no public safety concerns.

The site's planning history and relevant appeal decisions were taken into account when coming to this decision. No representations were received as a result of consultation.

Special regard has been attached to the desirability of preserving the listed building and the features of special architectural or historic interest which it possesses. Considerable importance and weight has been attached to the harm and special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area under s.66 and s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policies CS5 and CS14 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 the London Plan 2016 and the National Planning Policy Framework.

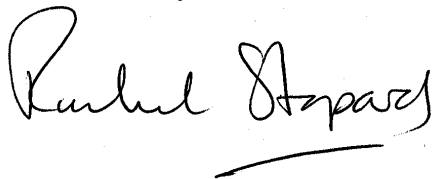
- 2 The intensity of the illumination of the sign shall not exceed the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.

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