

Donna Lang
Cube PSL
502 Birchwood One Business Park
Dewhurst Road
Birchwood
Warrington
WA3 7GB

Application Ref: **2016/5110/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

28 November 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
133 Clerkenwell Road
London
EC1R 5DB

Proposal:
Display of 1x externally illuminated fascia sign and 1x externally illuminated projecting sign
(Retrospective)
Drawing Nos: Design & Access Statement Rev B; (CPS 16 078) 001; 002A; 004F; 007A;
008C; 010

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 externally illuminated fascia and projecting signs have already been installed and the application is therefore retrospective. The signage is considered acceptable in terms of size, design, location and method of illumination as they respect the architectural features of the building and are sympathetic to the host building and surrounding area.

Following officer advice the fascia sign has been reduced in size and both signs changed from internal to external illumination which is considered to preserve and enhance the character and appearance of the host building, street scene or the Hatton Garden Conservation Area.

Whilst the advertisements will have some impact in terms of light spill, the advertisements are in a typical position and at a low level of illumination and are not considered unduly dominant in this commercial locality. Therefore, they are not considered to disturb neighbouring occupiers nor would they be harmful to either

pedestrians or vehicular safety.

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

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.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 policies of The London Plan 2016 and The National Planning Policy Framework.

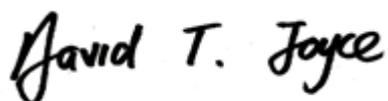
- 2 The intensity of the illumination of the sign shall not exceed the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.

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 that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Executive Director Supporting Communities