

Evan Ferguson, Architect
Old Manor Farm
Helperthorpe Malton
YO17 8TQ
United Kingdom

Application Ref: **2016/5957/A**
Please ask for: **Nora-
Andreea.Constantinescu**
Telephone: 020 7974 **5758**

10 January 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
25 New Compton Street
London
WC2H 8DS

Proposal:
Installation of new internally illuminated fascia sign.
Drawing Nos: 1605.01.-; 1605.02.-; 1605.03.b; 1605.04.a; Design and Access Statement
October 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.

- 6 The development hereby permitted shall be carried out in accordance with the following approved plans:

1605.01.-; 1605.02.-; 1605.03.b; 1605.04.a; Design and Access Statement October 2016.

Reason: For the avoidance of doubt and in the interest of proper planning.

Informative(s):

- 1 Reasons for granting permission:

The advertisement consent application is in relation to planning application ref no 2016/5522/P for the conversion of the formerly A1 unit, from B1a back to A1, which is recommended for approval.

The proposal consists in a new fascia sign, powder-coated blue, with individual LSDM letters back-lit with LED lights. The size of the fascia sign is considered acceptable.

The proposed fascia sign is not considered to cause any significant harm to the appearance of the host dwelling and streetscene. No harm would be caused to neighbouring amenities from the proposed sign.

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.

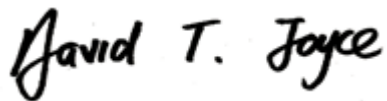
As such, the proposed development is in general accordance with the London Borough of Camden Local Development Framework Core Strategy, with particular regard to policies CS5 and CS14 and the London Borough of Camden Local Development Framework Development Policies, with particular regard to policies DP24 and DP26. The proposed development also accords with London Plan 2016 and 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 that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Executive Director Supporting Communities