

Neal Thompson
Robinson Escott Planning
Downe House
303 High Street
Orpington
BR6 0NN

Application Ref: **2016/6598/A**
Please ask for: **Samir Benmbarek**
Telephone: 020 7974 **2534**

20 December 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
120 Holborn and 12a Leather Lane
London
EC1N 2TD

Proposal:
Display of 1x internally illuminated fascia sign and 1x internally illuminated hanging sign to gym (Use D2)
Drawing Nos: P05/001; P05/104; DA.01; Covering Letter dated 01 December 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 internally illuminated fascia lettering would measure 0.38m in height and 1.5m in width and will not project from the façade. The lettering will be made from acrylic in yellow and placed upon a black fascia. The proposed hanging sign will be internally illuminated and will measure 0.48 in width and height and will have a depth of 0.0m. The base of the sign is measured at 2.15m from street level and will also be in acrylic with the company colours of black and yellow.

The application site is located within the Hatton Garden Conservation Area. The signage is considered to be acceptable in terms of its scale, size, design, method of illumination and location. It would not adversely impact on neighbouring residential amenity or be harmful to either pedestrian or vehicular safety and would preserve and enhance the character and appearance of the area.

The application site's planning history and relevant appeal decisions were taken into account when coming to this decision.

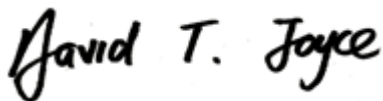
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy and policies DP24, DP25, DP26 and DP20 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with the London Plan 2016 and the National Planning Policy Framework.

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