

Mr Rhys Govier
Savills
12 Windsor Place
Cardiff
CF10 3BY

Application Ref: **2016/7084/A**
Please ask for: **Robert Lester**
Telephone: 020 7974 **2188**

9 March 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
3 Bernard Street
London
WC1N 1LJ

Proposal:
Installation of 1 externally illuminated fascia sign, 1 externally illuminated projecting sign
and 2 non-illuminated canopies.
Drawing Nos: OS Location Plan (No Ref), P01, P03, P11C, P15B

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 consent-

The signs would have an appropriate traditional design in a subtle black and white colour scheme which would complement the design of the new shopfront at this site. The fascia and projecting signs would be externally illuminated which is subtle and appropriate for this conservation area. The canopies are modest and do not add visual clutter. The size, location, design and method of illumination are considered acceptable and will not harm the appearance of the building or character of the streetscene and conservation area. They will also not harm neighbour amenity in terms of light spill nor be harmful to pedestrian and vehicular safety.

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

Special regard has been attached to the desirability of preserving or enhancing the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

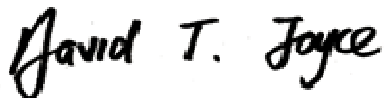
As such, the development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development and policies D1, D2 and D4 of the Camden Local Plan Submission Draft. The 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
Director of Regeneration and Planning