

Mr Darren Edmonds
PPS Shopfitters Ltd
Unit 4 Kingsthorpe Business Park
Studland Road
Kingsthorpe
Northampton
NN2 6NE

Application Ref: **2017/1863/A**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 **3229**

12 May 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
24-28 Gray's Inn Road
LONDON
WC1X 8HR

Proposal:
Display of x1 fascia and x2 projecting signs; all internally illuminated.

Drawing Nos: Site location plan; Block plan; 101-1111; 500-1111.

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 fascia sign, in terms of size and positioning, is compliant with guidelines set out in CPG1. Two projecting signs are proposed, with the 'Ryman' sign on the left hand side and the 'Post Office' on the right hand side. Although one projecting sign is allowed per frontage to minimise visual clutter, however the advertisement projecting signs relate to two different businesses and the shopfront is considered large enough to accommodate two projecting signs. The projecting signs would be positioned to the side of the shopfront at fascia level. Therefore, the proposal is considered acceptable.

The proposal would not impact on amenity in terms of light spill or outlook, nor would it be harmful to either pedestrian or vehicular safety.

The location of the sign is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

The application site's planning history was taken into account when coming to this decision.

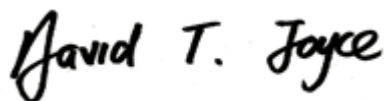
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy and policies DP24 and DP26 of the London Borough of Camden Local Development Framework Policies and policies A1, D1 and D4 of the London Borough of Camden Local Plan Submission Draft 2016. 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
Director of Regeneration and Planning