

Iain Hope
Cobalt
7 The Old Woodyard
Silverstone
Towcester
NN12 6BS
United Kingdom

Application Ref: **2017/2404/A**
Please ask for: **Matthew Dempsey**
Telephone: 020 7974 **3862**

4 August 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Brownlow House
50-51 High Holborn
LONDON
WC1V 6EP

Proposal:
(RETROSPECTIVE) Display of 1 x non-illuminated fascia sign, and; 1 x externally illuminated projecting sign to Brownlow Street Elevation, and; Display of 1 x internally illuminated hanging sign and 1 x non illuminated hanging sign and 1 x externally illuminated projecting sign to High Holborn elevation.

Drawing Nos: Site location plan, CN800-601 A pages 1 & 2, Elevations and specifications pages 1 & 2.

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 proposal is for retrospective permission to install signage for a Café Nero Espresso Bar within an existing Blackwell's Bookshop. The existing bookshop signage will remain and the proposed new café signage shall be subordinate to the main fascia signs for the bookshop. It is considered that the additional signage is quite discreet so as not to overly clutter the shop frontage, however it is visible enough to direct potential custom to the café within the existing shop.

The signage is considered appropriate in size, design, method of illumination and location and will not harm the appearance of the street scene or the character of Bloomsbury conservation area. There are no listed buildings in the immediate vicinity. It will not harm pedestrian and vehicular safety.

Special regard has been attached to the desirability of preserving or enhancing the character or appearance of the Conservation Area, under s.66 and s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

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.

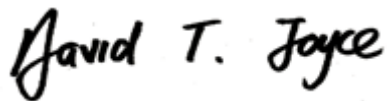
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies, and policies D2 and D4 of the Camden Local Plan 2016.

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