

Paula Berryman
Evolve Architecture
The Coach House
The Grange Business Park
Hewish
Bristol
BS246RR

Application Ref: **2017/3571/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

8 August 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
5 Warren Street
LONDON
W1T 5LA

Proposal: Display of halo illuminated (lettering only) fascia and internally illuminated projecting roundel signs.

Drawing Nos: Site location and block plans sheet; 14100 Blade Simple rev A, SBXE-WARR-001-01, SB-52598-001 rev B, 16-082 rev A, Sheet-A-2001 (31/07/2017).

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 advertisement consent:

The proposed display of halo illuminated (lettering only) fascia and internally illuminated projecting roundel signs are considered to be acceptable in terms of their size, design, colour, materials, location, luminance levels and methods of illumination. Whilst internally illuminated signs are usually considered unacceptable, in this instance due to the size and amount of illumination, the projecting sign is considered appropriate. The signs would not have any adverse impact on the neighbouring amenity especially given the modest luminance levels, nor would they be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance. As such, it is considered that the signage would preserve the street scene and wider character of the Fitzroy Square Conservation Area, and would therefore be acceptable.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received following statutory consultation.

As such, the proposed development is in general accordance with policies A1, D1,

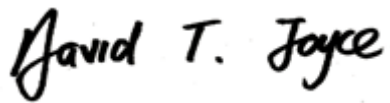
D4 of the Camden Local Plan 2017, the Fitzrovia Area Action Plan 2014, the London Plan 2016 and the National Planning Policy Framework 2012.

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