

Mrs Gillian Shepley  
Ashleigh Signs  
Ashleigh House  
Beckbridge Road  
Normanton  
WF6 1TE

Application Ref: **2017/2061/A**  
Please ask for: **Tony Young**  
Telephone: 020 7974 **2687**

16 August 2017

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**The Plough PH**  
**27 Museum Street**  
**London**  
**WC1A 1LH**

Proposal:

Display of 3 externally illuminated (using cowl lights) fascia and 2 projecting panel signs, 2 non-illuminated fascia signs, and 2 internally illuminated (back-lit LED) menu cases (on Museum Street and Little Russell Street elevations).

Drawing Nos: Site location plan; 123970 rev B (sheets 1, 2, 3 and 4) dated 10/08/2017.

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 3 externally illuminated (using cowl lights) fascia and 2 projecting panel signs, 2 non-illuminated fascia signs, and 2 internally illuminated (back-lit LED) menu cases on Museum Street and Little Russell Street elevations are all considered to be acceptable in terms of their size, design, location, and method of illumination. The signs would not have any adverse impact on the neighbouring amenity, 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 Bloomsbury Conservation Area, and would therefore be acceptable.

Concerns were initially raised with regards to the method of illumination for proposed fascia and projecting signage which included LED strip-lighting. This was not considered to be an appropriate method of illumination in so far as it would introduce a non-traditional light source unsuitable for this listed building and would interfere with and throw-back light more broadly onto the architecture itself

especially at night. This also raised additional amenity concerns for any occupiers on the upper floors. Following Council advice, the applicant has submitted amended proposals and drawings that include wall-mounted cowl lights fixed appropriately above the cornice line to externally illuminate 3 fascia signs and 2 projecting signs (2 further fascia signs remaining non-illuminated). These amendments are considered to be acceptable.

The site's planning and appeal history has been taken into account when coming to this decision. No objections have been received in relation to the proposals.

As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2016 and the National Planning Policy Framework 2012

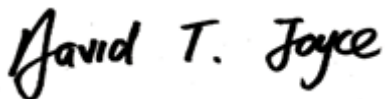
- 2 Proposals to display 2 non-illuminated brass door plaques and 1 non-illuminated aluminium amenity panel as shown on the submitted drawings are considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 5 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore does not require formal determination by the local authority in the form of an advertisement consent application.
- 3 The intensity of the illumination of the signage shall not exceed the maximum permitted recommended luminance levels as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.

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



David Joyce  
Director of Regeneration and Planning