

Miss Kemi Salau
Ghost Project Management
7 Devonhurst Place
Heathfield Terrace
London
W4 4DJD

Application Ref: **2017/3151/A**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 **3229**

18 August 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
74 Chancery Lane
LONDON
WC2A 1AD

Proposal: Display of x2 fascia and x2 projecting internally illuminated signs to Chancery Lane and High Holborn ground floor elevations.

Drawing Nos: Site location plan; 217025- (A8.1.1, A8.1, A8.1 Rev E, A8.1.2 Rev E, A9.1, CD.03 Rev E)

The Council has considered your application and decided to grant advert 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.

Informatives:

- 1 Reasons for granting permission.

The proposed internally illuminated fascia and projecting signs are considered to be acceptable in terms of size, design, location and method of illumination. Whilst CPG1 Design discourages internally illuminated signs in conservation areas, in this particular instance, only the letters would be illuminated and combined with its location within the Central Activities Zone is considered on balance to be acceptable.

The proposal would not impact on amenity in terms of light spill or outlook. The location of the signs are not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of 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.

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 A1, D1 and D4 of the Camden Local Plan 2017. The proposed development also accords with policies of The London Plan 2016 and the National Planning Policy Framework 2012.

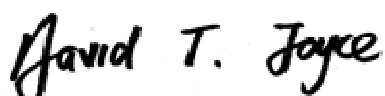
- 2 Please note that the alterations shown to shopfront on proposed drawings do not form part of the assessment of this application. Please refer to ref: 2017/3568/P and 2017/3150/P for details.

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