

Mr Nick Miller  
Gerald Eve LLP  
72 Welbeck Street  
London  
W1G 0AY

Application Ref: **2017/3617/A**  
Please ask for: **Leela Muthoora**  
Telephone: 020 7974 **2506**

6 September 2017

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**Citadines Hotel**  
**94 High Holborn**  
**London**  
**WC1V 6LF**

Proposal:  
Display of 1x halo illuminated fascia sign and 2x awnings to front elevation and 1x halo illuminated projecting sign to the rear elevation.

Drawing Nos: 1704\_GA\_SP\_01, (1704-PL-)701 P1, 702 P1, 703 P2, 704 P2, 705 P3, 706 P3

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 proposed signs and awnings are considered acceptable in terms of size, location, materials and method of illumination. They are replacing existing signs and awnings in the same location, which provides a clear guide to the proposal's impact. They would respect the architectural features of the building and are sympathetic to the host building and surrounding Bloomsbury Conservation Area.

In the wider street scene, the advertisements would not be considered to cause harm to the visual amenity of the immediate locality as there is existing signage including illumination and the proposals would not be considered unduly dominant.

Whilst the advertisements will have some impact in terms of light spill, the advertisements are in a typical position and at a low level of illumination and are not considered unduly dominant in this commercial locality. Therefore, they are not

considered to disturb neighbouring occupiers nor would they be harmful to either pedestrians or vehicular safety.

No objections have been received prior to making this decision and the site's planning and relevant enforcement history has been taken into account when coming to this decision.

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 (ERR) 2013.

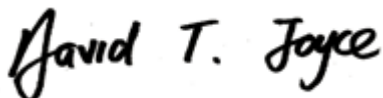
As such, the proposed development is in general accordance with policies A1, D1, D2, D3 and D4 of the Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2016 and the National Planning Policy Framework 2012.

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