

Mr Bert McCabe  
Llewelyn Davies  
3 - 5 Rathbone Place  
London  
W1T 1HJ

Application Ref: **2017/4651/A**  
Please ask for: **Robert Lester**  
Telephone: 020 7974 **2188**

18 September 2017

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**69-75 Chenies Mews**  
**London**  
**WC1E 6HX**

Proposal:  
Installation of 1 non-illuminated projecting name sign above the site entrance, 1 non-illuminated name sign above the site entrance and 1 x non-illuminated building number sign next to the site entrance.

Drawing Nos: PA - OS - RL P1, Sign and Dimensions for Entrance Sign 1, Sign and Dimensions for Entrance Sign 2, Sign and Dimensions for Entrance Sign 3.

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 advert consent -

This advert consent application proposes the installation of 1 non-illuminated projecting name sign above the site entrance measuring 0.46 m height, 0.4 m width (projection) and 0.1 m depth constructed from aluminium with a white colour finish and black lettering. 1 non-illuminated name sign is proposed above the site entrance measuring 0.34 m height and 3.1 m width constructed from glass with black lettering. 1 non-illuminated building number sign is also proposed next to the site entrance measuring 0.2 m width and 0.22 m height constructed from aluminium with a white colour finish and black numbering.

The proposed non-illuminated signage would all be modestly proportioned with a good quality design and construction. These signs would not clutter the streetscene along Chenies Mews and would be sympathetic to this conservation area location as well as to the building as a whole.

The proposed signage would all be small non-illuminated signage around the pedestrian entrance on Chenies Mews and would have no impact on public or highway safety and no amenity impact from light pollution.

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 Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

The planning history of the site has taken into account when coming to this decision.

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

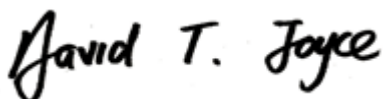
- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 3 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Noise and Licensing Enforcement Team, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (Tel. No. 020 7974 4444 or search for 'environmental health' on the Camden website or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.

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