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Application Ref: **2017/3774/A**  
Please ask for: **Samir Benmbarek**  
Telephone: 020 7974 **2534**

10 August 2017

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**37 Farringdon Road**  
**London**  
**EC1M 3JB**

Proposal:  
Display of an externally illuminated fascia sign, internally illuminated projecting sign,  
internally illuminated box sign and retractable awning  
Drawing Nos: 2640/G211C; 2640/G012 (OS Extract)

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 are appropriate for a typical shopfront, comprising a fascia sign, sub fascia fanlight sign, projecting box sign and canopy. The signs are considered acceptable in their location, scale, size, design and method of illumination and will not harm the appearance of the host building and streetscene.

The retractable awning will include the occupier's logo and lettering and would not be out of character with the host building and other buildings along the terrace that have similar retractable awnings.

The signs and canopy would preserve and enhance the character and appearance of the conservation area.

The signs would not adversely impact on neighbouring residential amenity or be harmful to either pedestrian or vehicular safety.

The application site's history and relevant appeal decisions were taken into

account when coming to this decision.

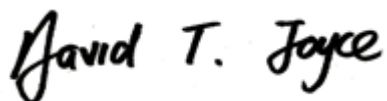
As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the London Borough of Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and the National Planning Policy Framework.

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