

Mrs Maja Myall
Blenheim Design Ltd
Suite 4
9 Pavilion Parade
Brighton
BN2 1RA

Application Ref: **2017/4882/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

31 October 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
35 Great Queen Street
LONDON
WC2B 5AA

Proposal:

Display of logo and lettering signs on existing awning cover [retrospective] and display of an externally illuminated fascia sign.

Drawing Nos: Design and Access Statement; Heritage statement; Site Location Plan; 1 x Existing Photo; Proposed Photo Montage; BD 17106 - 09-01;

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 Reason for granting permission:

The alterations are very minor and consist of the relocation of the existing logo on the fascia, from the right hand side of the fascia area to the centre, including the spotlights. Although the size of the font is being increased, its central and compact location will help minimizing any negative impact. The added logo onto the face of the awning and the valance is not considered to be such that their presence is to have a negative impact on the appearance and character of the host listed building. Being non-illuminated, they will be more discreet.

The proposed is therefore considered to be acceptable in terms of size, design, location and method of illumination. The signage would preserve the appearance and character of the host building, the conservation area and the streetscape, and would not harm the setting of the host and adjacent listed buildings in close proximity.

The proposal will not impact on the neighbours' amenity nor would it be harmful to

either pedestrian or vehicular safety.

The site's planning and appeal 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 and special regard has been attached to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses, under s.66 and s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

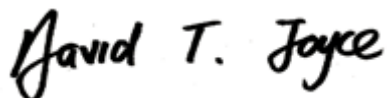
As such, the proposed development is in general accordance with policies A1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with policies of the London Plan 2016; and the National Planning Policy Framework and Transport for London's Guidance for Digital Roadside Advertising 2013.

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