

Mr Stuart Evans
Design Time Ltd
5a Calls Landing
36-38 The Calls
Leeds
LS2 7EW

Application Ref: **2017/5951/A**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 **3229**

16 November 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
10 Earlham Street
London
WC2H 9LN

Proposal:
Display of x3 fascia and x2 projecting non-illuminated signs fronting elevations on Earlham and Tower Street.
Drawing Nos: Site location plan; 6409-(01, 02, 03).

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 proposed signs are appropriate in size, design and location which would not harm visual amenity or the character of the building or the surrounding Conservation area.

As the signs would be non-illuminated, the proposal will not impact on neighbouring amenity in terms of light spill nor would it be harmful to either pedestrian or vehicular safety.

The site's planning history was 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 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.

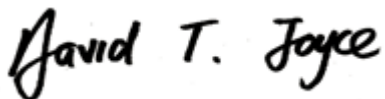
- 2 Notwithstanding this decision, the 3 non-illuminated fascia and 2 non-illuminated projecting signs would be considered to benefit from deemed consent by virtue of Schedule 3, Part 1, Class 5 of the Control of Advertisement Regulations 2007.

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