

Conor Freaney
Spacelab
18 Wenclock Road
LONDON
N1 7TA

Application Ref: **2017/4661/A**
Please ask for: **Sofie Fieldsend**
Telephone: 020 7974

21 November 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Warner House
98 Theobald's Road
London
WC1X 8WB

Proposal:

Display of an internally illuminated building number above front entrance.

Drawing Nos: 1539-P-400-Entrance Façade, 1539-P-401-Entrance Section, 1539-P-303-Section B-B, 1539-P-301-Ex. Section B-B, 1539-P-113-Pr. Gr. Floor, 1539-P-101-Exist. Gr. Floor and 1539-P-001-Location Plan.

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 advertisement consent:

The proposed display of a static internally illuminated building number (98) will be set into the cladding of the front elevation at 4.75m above ground level. It will measure 0.5m high, 0.65 wide and have a depth of 0.1m. It is considered to be acceptable in terms of its size, design, colour, materials, location, luminance levels and methods of illumination. The sign would not have any adverse impact on the neighbouring amenity, nor would it be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance. As such, it is considered that the signage would preserve the street scene and wider character of the area, and would therefore be acceptable.

Planning consent has been granted for the alterations to the front elevation under planning ref. 2017/4656/P.

The site's planning and appeal history has been taken into account when coming

to this decision. No objections have been received in relation to the proposals.

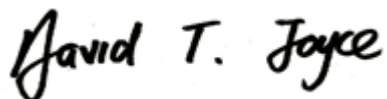
As such, the proposed development is in general accordance with policies A1, D1 and D4 of the Camden Local Plan 2017, the London Plan 2016, and the National Planning Policy Framework 2012.

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