

Mrs Natalie Gaunt
New Wave Installations
Hope Street
Rotherham
S60 1LH
England

Application Ref: **2017/4128/A**Please ask for: **Nora-Andreea****Constantinescu**Telephone: 020 7974 **5758**

6 December 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**57 Red Lion Street
London
WC1R 4PD**

Proposal:

Display of internally illuminated ATM sign to shopfront.

Drawing Nos: Site location plan; E020699 Revision 02; SHT1 Revision 01; Design and access statement.

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 permission:

The proposed signage in relation to the ATM would include two parts at the top and bottom of the ATM. The top signage would have 0.715m x 0.4m and the bottom one would have 0.715m x 0.23m. The signage would be illuminated statically and internally by LED at an approximate 60 lux at 1m and with ambient lighting of 80 lux.

As such, due to the proposal's design, sitting, small expansion and type of illumination it is considered to preserve the appearance of the shopfront, and that would not cause significant harm to the neighbouring amenity in terms of light spill nor would it be harmful to pedestrians or vehicular safety.

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 2013.

No objections were received prior making this decision. The planning history of the site has been taken into account when coming to this decision.

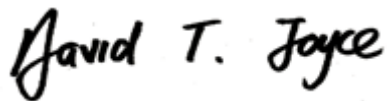
As such, the proposed development is in general accordance with the London Borough of Camden Local Development Framework Core Strategy, with particular regard to policies D1 (Design), D2 (Heritage), A1 (Managing the impact of development), C5 (Safety and security), TC2 (Camden's centres and other shopping areas) of London Borough of Camden Local Plan 2017.

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