

Mr Kamlesh Singh
Architecture Design Limited
The Joiners Shop
The Historic Dockyard
Chatham
ME4 4TZ

Application Ref: **2018/0560/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

20 March 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
74 Chancery Lane
LONDON
WC2A 1AD

Proposal: Display of 2 internally illuminated (lettering only) and 2 non-illuminated (PVC lettering) fascia signs, and 2 double-sided, internally illuminated (lettering only) projecting signs on High Holborn and Chancery Lane elevations (retrospective).

Drawing Nos: (128.02/A-)1.0, 1.3, 1.4; Unnumbered Signage Section.

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 two internally illuminated (lettering only) fascia signs, two non-illuminated (PVC lettering) fascia signs, and two double-sided, internally illuminated (lettering only) projecting signs, all displayed on High Holborn and Chancery Lane elevations, are considered to be acceptable in terms of their size, design, colour, materials, location, as well as, luminance levels and method of illumination (where applicable). It is noted that internally illuminated box signs would not normally be acceptable, however, in this instance the projecting signs are modestly sized with a suitably low luminance level (300 cdm) and with only the lettering illuminated, the background remaining non-illuminated.

The signs would not have a materially adverse impact on neighbouring amenity especially given the modest luminance levels, nor would they be unduly harmful to either pedestrians or vehicular safety in accordance with Camden Planning Guidance. Therefore overall, it is considered that the signage would preserve the street scene and wider character of the Bloomsbury Conservation Area, and would therefore be acceptable.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received following statutory consultation.

As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2016 and the National Planning Policy Framework 2012.

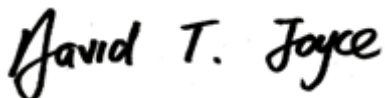
- 2 The applicant is advised that the proposed retention of non-illuminated aluminium lettering and vinyls, and internally illuminated box signs displayed inside the premises, and as shown on the submitted drawings, are considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 12 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore do not require formal determination by the local authority by way of an advertisement consent application.

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