

Mrs Han
137 Uxendon Hill
Wembley
London
HA9 9SH

Application Ref: **2017/6778/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

26 March 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
66 Red Lion Street
London
WC1R 4NA

Proposal:
Display of 1 x externally illuminated fascia sign and 1 x externally illuminated projecting sign to front elevation.

Drawing Nos: 66/WC1R-4NA/PA/002 Rev B

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 externally illuminated fascia and projecting signs are considered acceptable in size, location and method of illumination as they take into account the character of the host building and surrounding area. Following officer advice, the proposal has been revised to re-position the projecting sign to fascia level from first floor level and reduced in size. As a result, the proposed signs respect the architectural features of the host building, street scene and the Bloomsbury Conservation Area.

In the wider street scene, the advertisements would not be considered to cause harm to the visual amenity of the immediate locality as there is existing signage including illumination. In the context of this group of commercial units approaching High Holborn, the proposal is not be considered unduly dominant.

Whilst the advertisements will have some impact in terms of light spill, the advertisements are in a typical position and at a low level of illumination and are not considered unduly dominant. Therefore, they are not considered to disturb

neighbouring occupiers nor would they be harmful to either pedestrians or vehicular safety.

In terms of size, siting and method of illumination the proposals are not considered detrimental to highway safety. The signs are in a typical location and at a low level of illumination, which can be viewed at an appropriate distance on a straight stretch of road. The advertisements are not considered hazardous to road users raise no public safety concerns.

No objections have been received prior to making this decision and the site's planning and relevant enforcement 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, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

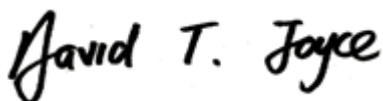
As such, the proposed development is in general accordance with policies D1 (Design), D2 (Heritage) and D4 (Advertisements) of the Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2016 and the National Planning Policy Framework 2012.

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