

Mr Bert McCabe  
Llewelyn Davies  
3 - 5 Rathbone Place  
London  
W1T 1HJ

Application Ref: **2017/6139/A**  
Please ask for: **Emily Whittredge**  
Telephone: 020 7974 **2362**

4 May 2018

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**Chenies Mews entrance at 72 Huntley Street**  
**London**  
**WC1E 6DE**

Proposal: Erection of 1 x non-illuminated directional sign to the Roger Williams Building, 69 - 75 Chenies Mews, to be located at the mews entrance.

Drawing Nos: PA-OS-RL Revision 00, Detail Dimensions and Location for Sign 1, Endorsement from Chenies Mews Working Group.

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 non-illuminated advertisement is considered appropriate in terms of size, design and siting. The sign would be located on a modern concrete slab wall to the side of the mews entrance. By nature of its scale and siting, the advertisement would not project over the public highway.

The advertisement is considered acceptable in terms of design, materials and its impact on the streetscene and wider Bloomsbury Conservation Area. Likewise, it would not cause harm to the setting of the adjacent listed building, no.70.

Given its context, the proposal would not have a harmful impact on neighbour amenity, nor would it be harmful to either pedestrian or vehicular safety.

The site's planning history has been taken into account when coming to this decision.

Special attention has been paid to the desirability of preserving the neighbouring building and its setting and any features of special architectural or historic interest which it possesses, under s.66 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013. 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 same Act.

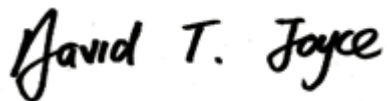
As such, the proposed development is in general accordance Policies A1, D1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016; and the National Planning Policy Framework 2012.

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