

Ms Debbie Jones  
Bidwells  
Seacourt Tower  
West Way  
Oxford  
OX2 0JJ

Application Ref: **2018/1429/A**  
Please ask for: **Oluwaseyi Enirayetan**  
Telephone: 020 7974 **3229**

9 May 2018

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**84 Chancery Lane**  
**LONDON**  
**WC2A 1DL**

Proposal:  
Display of an externally illuminated projecting sign

Drawing Nos: Site location plan; PP4228-03; LUC003\_201.

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 externally illuminated projecting sign is considered to be acceptable in terms of size, design, location and method of illumination. The site is located within the basement and accessed from a doorway facing Chancery Lane at ground floor level, but does not benefit from a traditional shopfront. Whilst there were initial concerns about visual clutter, the applicant has confirmed in an email dated 19/04/2018 that the black iron fixings for the existing antenna will be completely removed to give room for the projecting sign. It is considered that the sign will sit comfortably within the arch and would not affect any decorative features of the host building, and therefore preserves the character and appearance of the Bloomsbury conservation area.

The proposal would not impact on amenity in terms of light spill or outlook. The location of the sign is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

The application site's planning history was 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 Planning (the Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

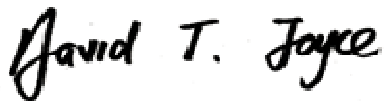
As such, the proposed development is in general accordance with policy D4 of the London Borough of Camden Local Plan 2017. The proposed development also accords with the policies of The London Plan 2016 and the National Planning Policy Framework.

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