

Peter James Houghton
Studio Webb Architects Ltd
Unit 1.23 Grand Union Studios
332 Ladbrooke Gr
London
W10 5AD

Application Ref: **2018/1908/A**
Please ask for: **Thomas Sild**
Telephone: 020 7974 **3686**

29 May 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Basement
Farringdon Point
29-35 Farringdon Road
LONDON EC1M 3JB**

Proposal:

Alterations to street level entrance to basement unit on Farringdon Road including display of 1 x projecting internally lit box sign and 1 x externally lit painted render sign

Drawing Nos: Site Location Plan, GE.00 Rev A, GE.01 Rev A

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 consent

The proposed display of one externally illuminated painted render sign and one internally illuminated box sign is considered acceptable in terms of their size, design, location and method of illumination. The illuminated box sign would not project beyond the entrance recess and only the business name itself would be illuminated, reducing its visual prominence.

The signs would not result in adverse impact on neighbouring amenity, and would not be harmful to either pedestrians or vehicular safety in accordance with Camden Planning Guidance. The signage is not considered to be detrimental to the host building or surround area's existing character.

Following negotiation the applicant agreed to revise the proposed signage illumination. The final proposal is considered to create a more appropriate appearance for the conservation area.

The site's planning and appeal history has been taken into account when coming to this decision. No objections were received prior to making this decision.

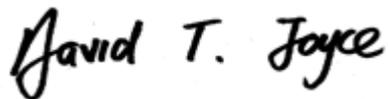
As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2016 and the National Planning Policy Framework 2012.

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