

Application ref: 2018/0010/A
Contact: Tony Young
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Development Management
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Civils Consulting Ltd
35c Northbrook Road
Ilford
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IG1 3BP

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
76A Chancery Lane
LONDON
WC2A 1AA

Proposal:
Display of externally illuminated (trough-lit) fascia and projecting signs.

Drawing Nos: D01, D02, D03 rev D, D04, D05; Unnumbered signage details sheet.

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 display of externally illuminated (trough-lit) fascia and projecting signs are considered to be acceptable in terms of their size, design, colour, materials, location, methods of illumination and luminance levels. The signs would not have a materially adverse impact on neighbouring amenity especially given the modest luminance levels (325 cd/m), nor would they be unduly harmful to either pedestrians or vehicular safety in accordance with Camden Planning Guidance. It is therefore considered that the signage would preserve the street scene and wider character of the Bloomsbury Conservation Area, and would be acceptable.

Concerns were initially raised as the proposals included 2 internally illuminated projecting signs with high luminance levels positioned below fascia level in so far as this would be an excessive number of signs, positioned at an unsuitable height, and with inappropriate methods of illumination and luminance levels within the Bloomsbury Conservation Area. Following Council advice, the applicant altered the proposals to include only 1 externally illuminated projecting sign with a lower luminance level and positioned more suitably at fascia level. These amendments are considered to 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,

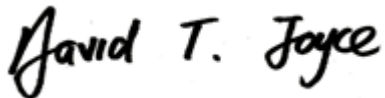
D2 and D4 of the Camden Local Plan 2017, the London Plan 2016 and the National Planning Policy Framework 2018.

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