

Application ref: 2018/2402/A  
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**Development Management**  
Regeneration and Planning  
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Amber Group Ltd  
Unit 13  
Atlas Bus  
Atlas Business Centre  
Oxgate Lane  
LONDON  
NW2 7HJ

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**Fitzroy House**  
**11 Chenies Street**  
**London**  
**WC1E 7EY**

Proposal:

Display of non-illuminated wrap-around sign at ground floor level on the corners of Chenies Street and North Crescent, a non-illuminated hanging sign and non-illuminated street name and number above entrance door.

Drawing Nos: Site Location Plan (29/10/2018); Photo Montage, Detailed Signs, Photos (2 pages) - Revised 26/10/2018.

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 proposal consists of a non-illuminated wrap-around sign at ground floor level, a non-illuminated hanging sign and a non-illuminated street name and number above entrance door.

Revisions were sought by the removal of the illumination as well as the two banners, forming part of the original scheme, that were felt to be detrimental to the sensitive nature of the site address - the host building being noted as a positive contributor in the Bloomsbury Conservation Area Appraisal. Also, the presence of the listed building nearby would have made any form of illumination and overly dominant signage at upper level unacceptable.

The proposal is therefore considered acceptable in terms of size, design, location and method of illumination (non-illuminated). The signage would preserve the character and appearance of the host building, the conservation area and the streetscape, and would not harm the setting of listed buildings in close proximity.

The proposal will not impact on the neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety.

The site's planning and appeal 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 and special regard has been attached to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses, under s.66 and s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

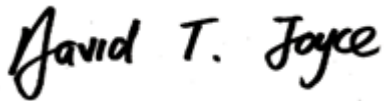
As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with policies of the Draft London Plan 2017 (As Applicable); and the National Planning Policy Framework 2018.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2018.

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