

Application ref: 2018/5381/A
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Development Management
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Morgan Signs & Design Ltd
Unit A4 Walsall Enterprise Park
Walsall
WS2 9HQ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Old Nick PH Three Cups Yard
20-22 Sandland Street
London
WC1R 4PZ**

Proposal:

Display of 2x externally illuminated fascia signs and 1x externally illuminated hanging sign to public house.

Drawing Nos: Site location plan, Drawing pack dated 02 Nov 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.

- 6 The externally lit signage shall not be illuminated with flashing elements at any time.

Reason: To ensure that the advertisement does not have an adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance policy D4 (Advertisements) of the Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting permission-

The proposed externally illuminated signs are considered acceptable in terms of size, location and method of illumination as they respect the architectural features of the building and are sympathetic to the host building and surrounding area. In the wider street scene, the signs would not be considered to cause harm to the visual amenity of the immediate locality, which is a mix of commercial and residential in character and they would be considered to preserve the character and appearance the Bloomsbury Conservation Area.

Whilst the advertisements will have some impact in terms of light spill, the illuminated signs replace the existing signs which are in typical positions and are at a low level of illumination and therefore, are not considered to disturb neighbouring residential occupiers. In terms of size, siting and method of illumination the

proposals are not considered detrimental to highway safety and due to the orientation of the building would be set back from the Sandland Street building line of 20 Red Lion Street. Therefore, they are not considered hazardous to road users and raise no public safety concerns.

No objections have been received prior to making this decision and the site's planning and relevant enforcement 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, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

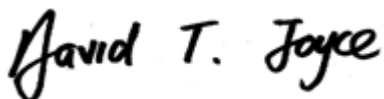
As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2016 and the National Planning Policy Framework 2012.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with 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