

Application ref: 2018/5214/A
Contact: Matthias Gentet
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Development Management
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John Anthony Signs Ltd
Claydons Lane
Rayleigh
SS6 7UU

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

199 High Holborn (Chicken Shop)
London
WC1V 7BD

Proposal:

Display of an externally illuminated projecting sign.

Drawing Nos: Heritage Statement; Detailed Photo of Illuminated Sign; Site Location Plan; Block Plan; Ex & Prop Elevations, Detailed Signage and Photo Montage (19/11/2018); A2/A213640 03 (19/11/2018) - Projecting Sign; A2/A213639 05 (19/11/2018) - Detailed Signage + Elevation & Sections (Internal Sign).

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 is seeking consent for the display of a hanging sign above the arched entrance to the premises, to be illuminated on both sides by means of through lights affixed to the hanging bracket. Internally, a faux neon lettered sign on a suspended panel (clear acrylic) is to be installed behind the glazing, approximately 150mm away from the window, to be internally illuminated. The latter falls under Class 12 of The Town and Country Planning (Control of Advertisements)(England) Regulations 2007, and have thus deem consent.

The projecting sign is reasonably small and discreet, and its location would not obscure or damage any specific architectural features of the building nor would it result in the loss of historical fabric. The illumination proposed is subtle and would not detract from the character and appearance of the host building.

In terms of size, design, location, materials to be used and method of illumination, the proposal is considered to be acceptable. It would preserve the character and appearance of the historic building, the conservation area and the streetscape, and would not harm the setting of the host and adjacent listed buildings.

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.

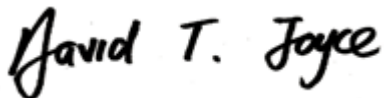
As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with policies of the Draft London Plan 2017 (As Applicable); and the National Planning Policy Framework 2018.

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