

Application ref: 2019/0590/A
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A & Q Partnership Ltd
2-4 Hoxton Square
London
N1 6NU

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**289 High Holborn
London
WC1V 7HZ**

Proposal:

Display of 1x internally illuminated fascia sign and 1x internally illuminated projecting sign and 1x edge illuminated ATM surround.

Drawing Nos: (0230 PA.)01, 02, 03 RevA, 04 RevA, 05

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 proposed illuminated fascia, projecting and ATM signs are considered acceptable in terms of size and location and appropriate in proportions and design. Following officer advice, the proposal has been amended to reduce the height and depth of the fascia and projecting signs, and the fascia has been lowered in position to sit beneath the architectural facade of the upper levels which projects forward of the shopfront. As a result, the proposed signs respect the architectural features of the host building.

Whilst illuminated signs have some impact in terms of light spill, the signs are replacing existing signs which are in a typical position, at a low level of illumination and the illumination would be limited to lettering and the edge of the ATM only. On balance they are not considered unduly dominant in this commercial locality and are considered to preserve the character and appearance of the Bloomsbury Conservation Area.

In terms of size, siting and method of illumination the signs are not considered to disturb neighbouring occupiers. As they are in a typical location and at a low level of illumination, they are not considered hazardous to road users 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 (Advertisements) 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 2019.

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 2019.

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, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer