

Mr Adam Beamish
Beamish Planning Consultancy
33 Holland Gardens
Brentford
TW8 0BE

Application Ref: **2018/1656/A**
Please ask for: **Nora-Andreea
Constantinescu**
Telephone: 020 7974 **5758**

18 May 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
74 Southampton Row
London
WC1B 4AR

Proposal:
Display of timber fascia sign with illuminated letter and sign, and illuminated hanging sign,
in association with change of use application 2018/1174/P.

Drawing Nos: Site location plan; 2749/G210 Rev B; Planning Statement
AB1730/LPA0606318 Mach 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 Reasons for granting permission:

The proposal would replace the existing fascia with external lighting with a fascia of the same dimensions and location made of timber cladding with 500mm white internally illuminated (250 CD/m²) KFC letters.

The fascia would include centred with the door a new illuminated colonel box sign (250 CD/m²). In addition, a projection sign would be installed at the right (south-east) of the fascia. This would be internally illuminated (250 CD/m²) and would project from the fascia by 840mm x 800mm x 150mm.

The size, design, method of illumination and location of the proposed elements are considered to preserve the character and appearance of the host premises, and the Bloomsbury Conservation Area and the streetscene. Furthermore, the proposal would not have any adverse impacts on neighbouring amenities nor would it be

harmful to pedestrian or vehicular safety.

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 2013.

No objections have been received prior to making this decision. The planning history of the site has been taken into account when coming to this decision.

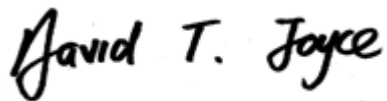
As such, the proposed development is in general accordance with the London Borough of Camden Local Development Framework Core Strategy, with particular regard to policies D1, D2, A1 of London Borough of Camden Local Plan 2017.

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