

Application ref: 2019/2828/A  
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Date: 26 July 2019

**Development Management**  
Regeneration and Planning  
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Fairlie da Prato Architects  
32 Bloomsbury Street  
London  
WC1B 3QJ

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**High Holborn House**  
**52-54 High Holborn**  
**London**  
**WC1V 6RL**

Proposal: Display of externally illuminated fascia and projecting signs (retrospective).

Drawing Nos: Site location plan; A-01 rev C, A-03 rev C.

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 advertisement consent:

The proposed signage (which is already displayed) is considered to be acceptable in terms of its size, design, location, method of illumination, and luminance levels, and does not have any adverse impact on neighbouring amenity, nor is it harmful to pedestrians or vehicular safety in accordance with Camden Planning Guidance.

The replacement fascia and projecting signs both use existing external trough lighting with suitably low luminance levels (less than 400 cd/m<sup>2</sup>). The projecting sign is positioned slightly to the right of the shopfront and fixed to a flanking stone pilaster in a similar position to projecting signs at other retail units along this part of High Holborn. The proposed signage does not obscure any significant architectural or historic features, nor does it detract from the character and appearance of the host building or the wider Bloomsbury Conservation Area. As such, the proposals are acceptable.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received following statutory consultation.


As such, the proposal is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, 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 centered on a light grey rectangular background.

Daniel Pope  
Chief Planning Officer