

Application ref: 2019/3101/A
Contact: Obote Hope
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Date: 15 August 2019

Development Management
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Alistair Grills Associates
4 Chisholm Road
Richmond
TW10 6JH
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Gezellig
193-197 High Holborn
London
WC1V 7BD

Proposal: The display of 1 x externally illuminated projecting sign and 1 x menu board with LED on the side entrance (retrospective).

Drawing Nos: 001; PLA01; PLA09; PL19 REVA and Design & Access Statement with Heritage Statement commissioned by Alistair Grills Associate dated June 2019.

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:

Retrospective consent is sought for the display of one externally illuminated gold metal sign of modest size on the façade of the Grade II listed building. The sign measures 300mm in depth, 600mm in length and 5mm in width. The sign is fixed to the wall in a similar location as the previous sign with supporting horizontal bracket and the base of the sign is 2.42m from pavement level. The projecting sign is glued to the wall to prevent mechanical damage and given the imposing scale of the building the projecting sign is considered subordinate to the host building.

The menu board is located in a brass-framed box measuring 325mm in length, 780mm in depth and 50mm in width and is displayed in a location so that it re-used the previous fixing point. The proposed sign and menu board are considered acceptable in terms of size, design, and location and would not be harmful to the character and appearance of the streetscene or conservation area. The conservation area officer confirmed that the signage is of a modest scale that is appropriate in its designed and would preserve the appearance of the building. Moreover, the sign is displayed on the front of the building in a sensitive manner so that the sign would not obscure the architectural features nor harm the special interest of the listed building.

The signs would consist of low level lighting in line with Camden Planning Guidance and the size, design, illumination and location of the proposed signs would not have an unacceptable impact on neighbouring amenity in terms of loss of light, outlook or privacy and would not harm either pedestrian or vehicular safety in the area.

No objections were received prior to making this decision. The site's planning history and relevant appeal decisions were taken into account when coming to this decision.

Special regard has been attached to the desirability of preserving or enhancing 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.

As such, the proposed development is in general accordance with policies A1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with 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