

Application ref: 2019/4346/A
Contact: Jennifer Walsh
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Date: 31 October 2019

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ROK Planning
16 Upper Woburn Place
London
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
19 High Holborn
London
WC1R 5JA

Proposal: 1 no. internally illuminated fascia sign and 1no. externally illuminated projecting sign to the Shopfront (Class A1).

Drawing Nos: Site Location Plan; 02_5888_02 Rev A; 17.035 300 Rev F

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.

- 6 Notwithstanding the approved drawings, this application solely relates to the advertisements including only the fascia sign and the protecting sign and does not relate to any alterations to the shopfront which are indicative only and require planning permission.

Reason: For the avoidance of doubt and in the interest of proper planning.

Informative(s):

- 1 Reason for granting permission-

The proposed fascia with only the letters being illuminated and the externally illuminated projecting signs are considered acceptable in terms of size and location and appropriate in proportions, design and method of illumination as they respect the proportions of the building and the neighbouring shop fronts. The proposals are sympathetic to the host building and surrounding streetscene of High Holborn and neighbouring listed buildings. Whilst illuminated signs have some impact in terms of light spill, the signs are considered not to impact significantly due to the individual letters being internally illuminated and the light being well positioned. The signs are in a typical position, at a low level of illumination and the illumination would be limited to lettering and logo only. On balance, they are not considered unduly dominant in this commercial locality.

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.

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 positioned above the printed name and title of the signatory.

Daniel Pope
Chief Planning Officer