

Application ref: 2019/3763/A
Contact: Mark Chan
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Date: 4 November 2019

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O Signs Limited
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**73 Farringdon Road
London
EC1M 3JQ**

Proposal: Display of 2x externally illuminated fascia signs and 2x externally illuminated projection signs.

Drawing Nos: Site Location Plan (unnumbered) received 23/07/2019, Proposed Signage (unnumbered) received 31/10/2019, Fascia Detail (unnumbered) received 23/07/2019 and Projecting Sign Detail (unnumbered) received 23/07/2019

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 Reasons for granting consent:

This application seeks advertisement consent for the display of 2x externally illuminated fascia signs and 2x externally illuminated projection signs on the front and side elevation.

The proposed fascia signs will be installed on the front and side elevation made of powder coated Aluminium and painted dark grey (RAL 7043). The signs will have Aluminium white letterings with a red and blue vinyl logo. The fascia signs will be installed in the existing fascia recess and externally illuminated by full length white LED trough light downlighter powder coated to dark grey (RAL 7043) at 200 cd/m².

The proposed projecting signs will be square in shape and made of powder coated Aluminium panels. The signs will hang from a steel bracket and affixed to a pilaster on the north-eastern corner of the application site, with one sign being perpendicular to Farringdon Road and the other one being perpendicular to St Cross Street. The signs will be painted dark grey (RAL 7043) with red and blue vinyl logo. They will have a dimension of 0.6m wide x 0.6m high and externally illuminated by a white LED trough light downlighter powder coated to dark grey (RAL 7043) at 200 cd/m².

Given that the application site is within the central London area and surrounded by commercial units, the signs are considered to be acceptable in design and the colour palette and materials are in keeping with the character and appearance of the host building and site context and would not create or contribute to visual and physical clutter. The sign accord with the parameters set out in the approved signage strategy.

It is not considered that the proposed advertisement would cause undue harm to amenity and neither is it considered that the proposed advertisement would cause harm to public safety, including the safety of persons using the adjacent highways or hinder movement along the pavement or pedestrian footway.

No objections have been raised in relation to the works. The application site's planning history and relevant appeal decisions were taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies D1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and the provisions of 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', written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer