

Date  
22<sup>nd</sup> October 2019

Planning Department,  
Camden Council,  
5 Pancras Road,  
Kings Cross,  
London,  
N1C 4AG

*Via Planning Portal*

Dear Sir or Madam,

## **Application for Advertisement Consent - 74 Chancery Lane, Holborn, WC2A 1AD**

We submit this application for full planning permission on behalf of our client, seeking express advertisement consent for hanging signs and fascia signs at the address referenced above.

The description of development is thereby:

*“Proposed erection of four fascia signs and two hanging signs”*

This application comprises:

- Completed application forms and legal certification;
- Covering letter; and
- Proposed elevations, showing signage to be installed

The requisite payment of £132 has been made via the Planning Portal to cover the relevant planning application fee.

### **Site Description**

The site forms a corner plot along the south western section of High Holborn and its junction with Chancery Lane, and as such it enjoys a ground floor frontage to both roads. It is occupied by a commercial premises at ground and lower ground floor levels with residential use above, a circumstance typical of the surrounding area. Relevant to this application would also be the rear lightwell at the south western corner of the site.

## Planning Context

This application has been considered in the context of LB Camden's Development Plan, which is formed by:

- Camden Local Plan (2017);
- Adopted Policies Map (2019);
- Site Allocations Plan (2013); and
- London Plan (2016).

This is alongside various pieces of Supplementary Planning Guidance, as well as the Euston Area Plan and the Fitzrovia Area Plan. These are referred to, where relevant, below.

With regards to site specific planning policy, the site is subject to the following designations:

- Growth area
- Bloomsbury Conservation Area
- Central London Frontage
- Primary Protected Frontage

In addition, the lies adjacent to the Stone Buildings which are Grade II\* statutorily listed.

## Proposed Development

The proposed works comprise four fascia signs and two hanging signs, in the same location as the fascia and hanging signs which exist currently.

For completeness, the description development is as follows:

*"Proposed erection of four fascia signs and two hanging signs"*

## Planning Assessment

The Advertisement Regulations (2007) specify that in determining an application for express consent the decision maker must consider the visual amenity and highway safety impacts of the proposal. These are addressed in turn below.

### *Impact on Visual Amenity*

The proposed signage would be in keeping with the character of the area, with its elevations forming part of a heavily varied and commercial frontage. It is similar in scale to the existing Freshii signage, would retain the dark grey colour, and would have a vibrancy completely expected in such a location. As such, it would have an acceptable impact on visual amenity.

*Impact on Highway Safety*

Given the character of the area, and the similarity of the proposed signage to that which exists at the property as well as signage through the frontages along Chancery Lane and High Holborn, there would be no impact on highway safety resulting from the proposal.

**Conclusion**

The proposed signage is typical of the area, causing no harm to the amenity of the area or to highway safety. Therefore, express advertisement consent should be granted.

I trust that the contents of this submission are sufficiently clear. Should you have any queries please contact Kieran McCallum of this firm using the contact details below.

Yours Sincerely,

**Daniel Watney LLP**

Planning

020 3077 3400