

Application ref: 2021/0155/A  
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**Development Management**  
Regeneration and Planning  
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Rance Booth Smith Architects Ltd  
11 Victoria Road  
Saltaire  
Shipley  
BD18 3LA

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**Skipton Building Society  
Unit 4 Midcity Place  
71 High Holborn  
London  
WC1V6QS**

Proposal:

Display of internally illuminated fascia sign.

Drawing Nos: Site Location Plan 110, Existing Signage Jan 2021, Proposed Signage Jan 2021, Sign Detail 18/09/2020 Rev3.

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 The advert hereby approved shall be limited in illumination to 50cd/m<sup>2</sup> and illumination shall be static in nature.

Reason: To protect local amenity in accordance with policy A1 of the Camden Local Plan 2017,

#### Informative(s):

- 1 Reasons for granting permission:

The proposed signage is considered to be acceptable in terms of scale, material and positioning and would not appear incongruous in this setting. The proposed signage shall appear no different from the existing arrangement with the exception of added internal illumination. The sign is considered to preserve the character of the streetscene and the Bloomsbury Conservation Area.

Illumination shall be provided by LED fitted within the fascia panel, restricted to limit the illumination level to 50 cd/m<sup>2</sup> and illumination shall be static. Illumination of the advert is considered acceptable in this instance.

The proposal is not considered to cause any highways safety concerns, nor would it negatively impact on any residential amenity.

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

As such, the proposal is in general accordance with policy D4 of the Camden Local Plan 2017, the London Plan 2021 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.

Daniel Pope  
Chief Planning Officer