

Application ref: 2021/2201/A
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Date: 1 July 2021

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Mr Iain Baker
199 Bishopsgate
London
EC2M 3TY

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Ground Floor Front West And Rear
Lincoln House**

**296-302 High Holborn
London
WC1V 7JH**

Proposal:

Display of 2 x non-illuminated fascia signs 2 x non-illuminated projecting signs.

Drawing Nos: Site Location Plan, Existing and Proposed Elevation: 300-HH-600-EL A.

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 permission:

The proposed signage is considered to be acceptable in terms of scale, material and positioning and would not appear incongruous in this setting. Both fascia and projecting sign are considered well-proportioned for the host shop front. Vinyl stickers shall be applied to the interior of windows; which is not controlled by advertisement consent, however is shown on the proposed elevation for completeness. None of the signage shall be illuminated.

The signage is considered to preserve the character of the streetscene and the Bloomsbury Conservation Area.

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 proposed adverts are 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