

Application ref: 2023/1453/A
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MatterXP
8 Crucifix Lane
London
SE1 3JW
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

28 Great Queen Street
London
WC2B 5AA

Proposal:

Replacement signage and awning to ground floor shopfront.
Drawing Nos: TQRQM23047140902432; 10571 / 2-207E;

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:-

The ground floor shopfront dates from the nineteenth century although the existing awning is a more recent addition. There is existing applied lettering on the fascia and an illuminated projecting sign. The building is grade II* listed and within Seven Dials Conservation Area.

The method of illumination of the projecting sign is unchanged with only the lettering changed. Whilst the awning will be replaced it maintains the same dimensions as the existing, with only the company logo differing. It will not project over the pavement and will be more than a metre from the edge of the pavement.

The proposed illuminated projecting sign and new awning are appropriate to the building and the wider context. They are acceptable in terms of size, design, location, method of illumination and luminance levels. The signs will not harm the character or appearance of the building or the surrounding streetscene and conservation area.

The signage, due to its nature, location and levels of illumination, will not harm neighbouring amenity or safety of public highway users.

Covent Garden Community Association (CGCA) objected to the proposals on the ground of the use of back lit stainless steel letters on the fascia sign which they

consider out of keeping with the building and its context. The scheme has been revised so that the fascia sign is no longer illuminated and the lettering is applied vinyl. Therefore the CGCA's objection has been addressed.

The planning history of the site has been taken into account when coming to this decision. No further objections were received prior to the determination of the application.

As such, the proposed development is in general accordance with policies D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2021 and the National Planning Policy Framework 2021.

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 2021.

You can find advice in regard to your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer