

Application ref: 2024/1527/A  
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Date: 21 May 2024

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
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Rolfe Judd Planning  
Old Church Court  
Claylands Road  
Oval  
London  
SW8 1NZ

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:  
**56 Neal Street**  
**London**  
**Camden**  
**WC2H 9PA**

Proposal:

Installation of 1no. externally illuminated fascia panel and 1no. non-illuminated projecting signage.

Drawing Nos: PL-001-P1, PL-100-P2, PL-200-P2, MSK\_SP\_Neal street 56\_18 rev 01,  
Photographic Schedule - Previous Shopfront by Rolfe Judd Planning, Design & Access  
Statement by Rolfe Judd Planning.

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 -

An externally-illuminated fascia sign and non-illuminated small projecting sign are proposed to the shopfront. The lighting for the fascia has been revised from a singular trough light to four individual lights, which is welcomed as appropriate within a conservation area setting. The projecting sign would be similar in nature to other such signs further along the street. It would be non-illuminated, modest in size and would hang at the same height as the fascia.

The advertisements are similar in nature to a number of nearby examples and are not considered to detract from the host building, streetscene or the wider Seven Dials (Covent Garden) Conservation Area.

The signage would not harm the amenity of neighbouring occupiers in terms of outlook. The design is in accordance with the Design CPG, would not be hazardous to vehicular or pedestrian traffic and so the proposal raises no public safety concerns.

No objections have been received prior to making this decision and the site's planning history was considered in the determination of this application.

As such, the proposed development is in general accordance with Policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

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