

Application ref: 2024/5509/A  
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Date: 4 February 2025

**Development Management**  
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Astrid & Miyu  
Fao. Mr James Berry  
Unit 203  
Edinburgh House  
170 Kennington Lane  
London  
SE11 5DP

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:  
**31 Neal Street**  
**London**  
**WC2H 9PR**

Proposal:  
Display of externally illuminated (existing spike lights) fascia lettering sign and non-illuminated projecting sign fixed to existing bracket.

Drawing Nos: Site location plan; 1004/107 rev C; Design and Access Statement from Astrid & Miyu dated 11/11/2024.

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 advertisement consent:

The application seeks consent for the proposed display of a fascia lettering sign externally illuminated by two existing wall mounted spike lights and a non-illuminated projecting sign fixed to an existing wall mounted bracket.

Though the position of the bracket would mean that the projecting sign would be displayed at a height above fascia level that would not normally be acceptable within a conservation area, in this particular case, the sign would use an existing bracket which previously supported a similar sign and the arrangement would be fairly typical of signs displayed on retail premises along this part of Neal Street.

Both proposed signs would not obscure any architectural or historic features of the Grade II listed building. Additionally, the proposal would not be harmful to pedestrians or vehicular safety in accordance with the Camden Planning Guidance, and would not have any adverse impact on neighbouring amenity.

Overall, therefore, the proposed signs are considered to be acceptable in terms of their size, design, location, method of illumination and luminance level (where applicable), and would preserve the character and appearance of the listed building, streetscene and wider Seven Dials (Covent Garden) Conservation Area, and are acceptable.

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

As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2024.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

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 positioned above the typed name and title.

Daniel Pope  
Chief Planning Officer