

Mr Sean Farrell
1 Addison Bridge Place
London
W14 8XP

Application Ref: **2015/1715/A**
Please ask for: **Shane O'Donnell**
Telephone: 020 7974 **2944**

27 April 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
70 Neal Street
London
WC2H 9PA

Proposal:
Installation of 1 x externally illuminated fascia sign and 1 x non-illuminated projecting sign replacing a previously installed fascia sign and projecting sign.
Drawing Nos: 1046-100-02, 1046-100-01, 1046-100-04, Location Plan

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 externally illuminated fascia sign and the non-illuminated projecting sign are replacing a fascia sign and projecting sign previously installed on site and therefore will not increase the clutter of advertisements in the area. Given the scale and design of the proposed signage, it is not considered that the proposed signage would impact negatively on public safety or surrounding amenity.

The surrounding streetscene is characterised by variety of retail uses and a mix of shopfront designs and finishes. The proposed fascia sign and hanging sign are sited at the same height above the ground. Given that the proposed signage is replacing signage on site and are of an appropriate scale is not considered harmful to the character or appearance of the host building, street scene or the Seven Dials Conservation Area.

The proposed fascia sign would be externally illuminated but given its scale and siting, it is not considered that the proposed advertisements will have a detrimental impact on neighbouring amenity or be harmful to either pedestrian or vehicular

safety.

No objections have been received. The sites planning history and relevant appeal decisions were taken into account when coming to this decision.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4, 7.6 and 7.8 of The London Plan March 2015, consolidated with alterations since 2011; and paragraphs 14, 17, 56-66 and 126-141 of the National Planning Policy Framework.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

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 'Ed Watson', written in a cursive style.

Ed Watson
Director of Culture & Environment