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# Appeal Decision

Site visit made on 12 May 2015

**by Simon Hand MA**

**an Inspector appointed by the Secretary of State for Communities and Local Government**

**Decision date: 21 May 2015**

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**Appeal Ref: APP/X5210/Z/15/3002804**  
**13 Berghaus, Shorts Gardens, London, WC2H 9AT**

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
  - The appeal is made by GSM Retail Ltd against the decision of the Council of the London Borough of Camden.
  - The application Ref 2014/7013/A, dated 10 November 2014, was refused by notice dated 19 December 2014.
  - The advertisements proposed are a new internally illuminated fascia sign and projecting sign.
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## Decision

1. The appeal is dismissed.

## Main Issue

2. Whether the illuminated signs preserve or enhance the character and appearance of the Conservation Area.

## Reasons

3. Shorts Gardens is one of the many narrow streets that radiate from Seven Dials. It is mostly lined by what appear to be former brick warehouses which have been converted to house shops, cafes etc on the ground floor. This is a busy, vibrant and popular commercial area. Part of its attraction is the quality of the urban environment, not least the attractive shopfronts and signage.
4. As I saw the majority of these shopfronts and signs are not internally illuminated, but are either externally illuminated or not illuminated at all. I do not consider that internal illumination is unacceptable per se, but the general effect of not using it is to create a more traditional, historic, feel to an area, as is the case with Shorts Street. Internal illumination tends to be used for modern, plastic and boxey signs which, again as is the case here, do not fit in with their more restrained surroundings.
5. I accept the level of illumination may well be less bright than a number of the surrounding signs but that does not change my view that the signs on the appeal site do not fit in with the character of the area and harm the character and appearance of the Conservation Area. This is contrary to policy DP25 of the Camden Core Strategy (2010) and to the advice in Camden Planning

Guidance that warns that corporate internally illuminated signs will often need to be redesigned in Conservation Areas.

*Simon Hand*

Inspector