

Mrs Dena Read  
Checkland Kindleysides  
Charnwood Edge  
Cossington  
Leicestershire  
LE74UZ

Application Ref: **2015/6891/A**  
Please ask for: **Tony Young**  
Telephone: 020 7974 **2687**

8 March 2016

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 (by two stalk lights) fascia sign and non-illuminated hanging sign (retrospective).

Drawing Nos: Site location plan; A1-01, A3-01 rev G; Heritage & design and access statements (both received 08/12/2015).

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 fascia sign is formed of powder coated aluminium individual letters fixed on spacers to the fascia and is illuminated by two existing black stalk lights. The non-illuminated hanging sign is a powder coated panel attached to an existing wrought iron bracket. The position of the bracket means that the hanging sign is displayed at a height above fascia level which would not normally be an acceptable height within a conservation area. However, in this particular case, the hanging sign re-uses an existing bracket which previously supported a hanging sign. Further, the positioning of a hanging sign at this height is not unusual for retail premises within Neal Street and is a characteristic height for most retail units here. A frosted film panel would also be applied to the inside of the glass fanlight above the front entrance door.

The fascia sign, hanging sign and applied film panel are all considered to be acceptable in terms of their size, design, method of illumination and location and will not have any adverse impact on the neighbouring amenity, nor will they be harmful to pedestrians or vehicular safety in accordance with the Camden Planning

Guidance.

Furthermore, the signage does not obscure any significant architectural features or otherwise visually harm the appearance of the building, and preserves the setting and special architectural interest of the listed building and enhances the street scene, character and appearance of the conservation area, and as such, are considered to be acceptable.

The site's planning and appeal history has been taken into account when coming to this decision.

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, and also of preserving or enhancing the character or appearance of the conservation area, under s.66 and s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

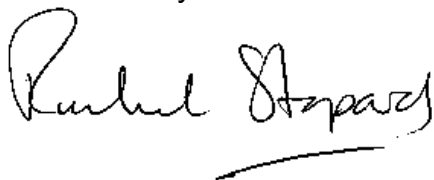
As such, the proposed development is in general accordance with policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy 2010; and policies DP24 (Securing high quality design), DP25 (Conserving Camden's heritage) and DP26 (Managing the impact of development on occupiers and neighbours) of London Borough of Camden Local Development Framework Development Policies 2010, policy 7.4, 7.6 and 7.8 of the London Plan March 2015 (consolidated with alterations since 2011) and paragraphs 14, 17, 56 -67, 126 -141 of the National Planning Policy Framework 2012.

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 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard  
Director of Culture & Environment