

Nigel Buller
Buller Welsh Limited
42-48 Great Portland Street
London
W1W 7NB

Application Ref: **2017/4041/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

17 August 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
26-28 Neal Street
LONDON
WC2H 9QQ

Proposal:
Display of 2 externally illuminated (LED trough-lit) fascia signs and a projecting sign, and 2 retractable canvas awnings.

Drawing Nos: Site location plan; Existing elevations & ground floor plans (both ref. 17-006-DP-301); (17-006-DP-)302 rev B, 303 rev B, 304 rev B; Email from Buller Welsh (dated 26/07/2017).

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 2 fascia signs and the projecting sign would both be externally illuminated using existing LED trough lighting. As such, they are considered to be acceptable in terms of their size, design, colour, materials, location, luminance levels and methods of illumination. Concerns were initially raised with regards to a proposed single full-width fascia sign stretching across the full extent of the shopfront in so far as this would not respect the existing building lines and vertical columns of the host building especially in a highly visible and prominent location. Following Council advice, the applicant has submitted amended drawings to include 2 fascia signs which are more appropriately positioned within the vertical columns. These amendments are considered to be acceptable.

The 2 proposed retractable awnings (approximately 2.7m and 4.2m long respectively by 1.5m wide) would be made of a traditional canvas fabric, blue in colour (with company logo) to match the other proposed signage and would be

concealed within standard awning boxes. The awnings would be fixed appropriately at fascia level and would be approximately 2.4m in height above pavement level and 1m from the edge of the pavement when fully extended, and as such, would not impact on the public highway or be harmful to public safety.

Following Council advice, a proposed hanging sign at 2nd floor level and 2 non-illuminated wall mounted signs were removed from the application proposals given concerns about the height and illumination of the hanging sign, as well as, the overall contribution from all of this signage to visual clutter in so far as it would detract from the appearance of the building, street scene, and wider Seven Dials (Covent Garden) Conservation Area.

Overall, it is therefore considered that the revised proposals would not have any adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance, nor would they significantly alter the character or appearance of the building or detract from the wider Seven Dials (Covent Garden) Conservation Area, and would therefore be acceptable.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received following statutory consultation.

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 2016 and the National Planning Policy Framework 2012.

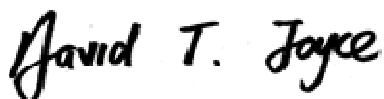
- 2 This consent is without prejudice to, and shall not be construed as derogating from, any of the rights, powers, and duties of the Council pursuant to any of its statutory functions or in any other capacity and, in particular, shall not restrict the Council from exercising any of its powers or duties under the Highways Act 1980 (as amended). In particular your attention is drawn to the need to obtain permission for any part of the structure which overhangs the public highway (including footway). Permission should be sought from the Council's Engineering Service Network Management Team, Town Hall, Argyle Street WC1H 8EQ, (tel: 020 7974 2410) or email highwayengineering@camden.gov.uk.

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



David Joyce
Director of Regeneration and Planning