

Mr Neville Verdon  
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Application Ref: **2017/5143/A**  
Please ask for: **Ben Farrant**  
Telephone: 020 7974

24 October 2017

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:  
**21-23 Earlham Street**  
**Seven Dials**  
**London**  
**WC2H 9LL**

Proposal: Display of 3 x non illuminated fascia signs to shopfront.

Drawing Nos: A-200.02, A-201.02, A-202.02, A-203.02 & A-204.02.

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 This permission is granted without prejudice to the necessity of obtaining consent under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Application forms may be obtained from the Council's website, [www.camden.gov.uk/planning](http://www.camden.gov.uk/planning) or the Camden Contact Centre on Tel: 020 7974 4444 or email [env.devcon@camden.gov.uk](mailto:env.devcon@camden.gov.uk).

- 2 Reasons for granting permission:

3no. non-illuminated fascia signs are proposed, one on each of the elevations of the property, fronting onto Earlham Street, Mercer Street, and Seven Dials. In determining this application, it is acknowledged that the projecting box signs also shown on the plans were approved under previous application ref: 2016/6257/P dated 30/12/2016; the determination has been made considering the cumulative effects of the works.

The non-illuminated signage is considered acceptable in terms of size, design and location, and is appropriate to the character of the host building. The signage would not be unduly dominant in the street scene, and is considered particularly

appropriate given the surrounding context of the area. Given the non-illuminated nature of the signage, it would cause no undue harm to the visual amenity of the area. The signage would also cause no undue harm to the historic interest of the surrounding Seven Dials Conservation Area.

The fascia signage would not harm the amenity of any adjoining occupiers in terms of outlook and would be in a typical position on the shop front. The signs would not be hazardous to vehicular or pedestrian traffic and so the proposal raises no public safety concerns.

An objection was initially received on the grounds of illumination conflicting with guidance contained within CPG1. A further objection was received on the ground of internal illumination, but made no objection if the proposed signage was amended to be externally illuminated. The application has since been amended to form non-illuminated signage, which overcomes these concerns.

The site's planning history was considered in the determination of this application.

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 Planning (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 A1, D1, D2 and D4 of the Camden Local Plan (2017). The proposed development also accords with the London Plan (2016) and 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 that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce  
Director of Regeneration and Planning