

Mrs Sheona Devine  
Left City  
160 West George Street  
Glasgow  
G2 2HQ

Application Ref: **2018/1543/A**  
Please ask for: **Tony Young**  
Telephone: 020 7974 **2687**

5 June 2018

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**125 Shaftesbury Avenue**  
**London**  
**WC2H 8AD**

Proposal:  
Display of internally illuminated (lettering only) sign to existing canopy and non-illuminated projecting blade sign at fascia level.

Drawing Nos: 1124(90)001, 1124(90)002, P01, P02; Email from Left City dated 01/06/2018.

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 Reason for granting advertisement consent:

The proposed internally illuminated (lettering only) sign displayed on the existing canopy and the non-illuminated projecting blade sign displayed at fascia level are considered to be acceptable in terms of their size, design, colour, materials, location, as well as, luminance levels and method of illumination (where applicable). It is noted that internally illuminated signs would not normally be acceptable within a conservation area, however, in this particular instance the internally illuminated sign is modestly sized with a suitably low luminance level (400 cd/m) and with only individual letters illuminated.

The signs would not have any adverse impact on the neighbouring amenity especially given the modest luminance level, nor would they be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance. Therefore overall, it is considered that the signage would preserve the street scene and wider character of the Seven Dials (Covent Garden) Conservation Area, and would be acceptable.

The site's planning and appeals history has been taken into account when coming to this decision. The Covent Garden Community Association responded and raised no objection to the proposal. No objections have been received following statutory consultation.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017, the London Plan 2016 and the National Planning Policy Framework 2012.

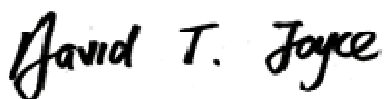
- 2 Proposals to display a non-illuminated plaque as shown on the submitted drawings are considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 2(B) of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore does not require formal determination by the local authority in the form of an advertisement consent application.
- 3 Proposals to display non-illuminated vinyl applied internally to windows as shown on the submitted drawings is considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 12 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore does not require formal determination by the local authority in the form of an advertisement consent application.

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