

Application ref: 2019/1280/A  
Contact: Elizabeth Martin  
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Date: 26 April 2019

**Development Management**  
Regeneration and Planning  
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Hyphen Archi Ltd  
39 Moreland Street  
39 Moreland Street  
London  
EC1V 8BB  
United Kingdom

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**37 Neal Street**  
**London**  
**WC2H 9PR**

Proposal:

New fascia signage and hanging sign. Brass fascia signage. Hanging sign black painted timber and black wrought iron and steel hanging bracket. Golden vinyl logo applied to hanging sign.

Drawing Nos: GA Plans\_Proposed  
A200 A2 1:20 Shopfront Elevation\_Existing  
A201 A2 1:20 Shopfront Elevation\_Proposed  
A202 A2 Varies Shopfront Details  
A900 A1 1:50 GA Plans\_Existing  
A910 A3 1:500 Location Plan

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 permission:

37 Neal Street is a Grade II listed multi coloured stock brick terraced house dating from c.1695 and restored in the early 19th Century, with an early 19th Century shopfront. The application seeks to install a new non-illuminated fascia sign and hanging sign. The proposed works are sensitive to the historic and architectural character of the host building and serve to preserve or enhance the character of the conservation area, in compliance with Local Plan Policy D2 and D4. The proposed signs are considered acceptable in terms of size, design, and location and will not result in harm to the character and appearance of the streetscene or conservation area. The proposed signage would not obscure any architectural features or otherwise harm the special interest of the listed building.

The location of the signage would not harm neighbouring amenity. The proposal raises no public safety concerns nor would it be harmful to pedestrian or vehicular safety.

The site's planning history and relevant appeals have been taken into account

when coming to this decision.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area and special regard has been attached to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses, under s.66 and s.72 of the 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 policy D4 of the Camden Local Plan 2017. The proposed development also accords with relevant policies of the Draft London Plan 2017 and the National Planning Policy Framework 2019.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

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 'DPope', is written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer