

Application ref: 2019/2770/A  
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Date: 20 August 2019

**Development Management**  
Regeneration and Planning  
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Old Church Court  
Claylands Road  
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London  
SW8 1NZ

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**Thomas Neal Centre**  
**35 Earlham Street**  
**London**  
**WC2H 9LD**

Proposal: Display of 1x painted text signage to Shorts Gardens elevation and display of 2x painted text signage to Earlham Street elevation to grade II listed building (non-illuminated) (Use A1/A3/B1/C3).

Drawing Nos: ST-[00]-101; ST-[00]-201; ST-[12]-100; ST-[12]-101-2A; ST-[12]-102; ST-[12]-103-2A; ST-[12]-104; ST-[12]-110; ST-[12]-111; ST-[12]-130A.

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.

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



Daniel Pope  
Chief Planning Officer