

Application ref: 2019/5860/A  
Contact: Tony Young  
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Date: 16 January 2020

**Development Management**  
Regeneration and Planning  
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SDB Southern Ltd  
ELDERSFIELD  
HAMBLEDON ROAD  
WELL HILL  
DENMEAD  
PO76HD

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**53A Neal Street**  
**London**  
**WC2H 9PJ**

Proposal: Display of externally illuminated (spot-lit) fascia lettering on new timber fascia board and non-illuminated projecting sign (retrospective).

Drawing Nos: Site location plan; site plan; Unnumbered proposed drawing labelled 'Shopfront - External' received 25/11/2019; Unnumbered proposed drawing showing 'projecting signage' and 'fascia signage' details received 25/11/2019; Email from SDB Southern Ltd dated 25/11/2019.

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 unauthorised signage that is already displayed is considered to be acceptable in terms of its' size, design, colour, materials, location, method of illumination, and luminance level (where applicable). The signage is not considered to have any adverse impact on neighbouring amenity, especially given the low luminance level (no higher than 75 cd/m<sup>2</sup>) and downward direction of the external spot lighting. Nor is it harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance.

Though a full-width fascia sign that stretches across both the shopfront itself and above the residential entrance door to the side would not normally be acceptable, in this particular instance, the proposals are considered to respect the existing building lines of the host building and do not obscure any features of historic or architectural significance. Furthermore, it is noted that this is a fairly typical arrangement for fascia signage on commercial units with similar modern, non-historic shopfronts within the immediate streetscene. As such, the signage does not detract from the character and appearance of the Seven Dials (Covent Garden) Conservation Area in which it is located, and is considered to be acceptable.

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

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 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