

Application ref: 2020/3066/A
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Date: 22 February 2021

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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
66-68 Neal Street
London
WC2H 9PA

Proposal: Installation of two non-illuminated projecting signs.

Drawing Nos: Site Location Plan, Existing drawings: Prefix 24821: 01-E 'Ground floorplan' dated March 2020, 02A-E 'Front elevation' revA 29.01.21; Proposed drawings: Prefix 24821-: 01B-P 'Ground floor plan' rev B 06.01.2021, 02A-P-8 'Section A-A' rev A 21.10.20; 03C-P-8 'Front Elevation' rev C 04.02.21, 05-P-8 '68 Neal Street Door Sections' Dated Jan 2021, 04A-P-8 'Hanging sign details' revA 21.10.20.

The Council has considered your application and decided to grant consent subject to the following conditions:

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.

Informatives:

- 1 66 -68 Neal Street are two buildings situated within the Seven Dials conservation area. 68 Neal Street is noted at making a positive contribution to the character of the conservation area and is a four-storey building constructed from yellow stock bricks with 6/6 timber framed sash windows. 66 Neal Street is not recognised as positively contributing to the conservation area, but has architectural merit, it is a four storey building that is likely constructed from brickwork but has been rendered, windows are 6/6 timber sash windows.

Both buildings have replacement shopfronts with timber fascia boards and louvred stall risers. Projecting signs are of low quality and are positioned below the fascia boards and above the entrance to the shops. To either side of the shopfronts are entrances to the residential units above.

The proposals are to replace and relocate the projecting signs. The replacement signs are located at fascia board level above the shop entrances. They are attached to the building by a traditional style black painted metal bracket. The sign itself is timber and is to be decorated by the tenant. The signs would not be illuminated.

Several objections were received relating to the position of the projecting signs which in the initial proposals were located at first floor level. The planning officer negotiated with the applicant and the hanging signs were re-located to fascia board level. As a result the objections have been overcome. It is not considered that the revised scheme would cause undue harm to the residential amenities of nearby

and neighbouring properties. Neither is it considered that the proposal would impact harmfully on either pedestrian or vehicular safety.

The application site's planning history and relevant appeal decisions were taken into account when coming to this decision.

The proposed development is in general accordance with Policy D4 of the Camden Local Plan 2017 and the provisions of 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 positioned above the typed name and title.

Daniel Pope
Chief Planning Officer