

Application ref: 2021/1346/A
Contact: Adam Greenhalgh
Tel: 020 7974 6341
Email: Adam.Greenhalgh@camden.gov.uk
Date: 18 May 2021

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Bellis Architects
First Floor Office
2a Bedford Road
London
N2 9DA

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
76-77 Shelton Street
London
WC2H 9JQ

Proposal:
Repainting existing fascia sign and installation of backlit lettering within fascia board
Drawing Nos: 0571-000.01, 0571-300.10 A

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.

- 6 The lettering only of the fascia sign hereby approved shall be illuminated. The illumination of the lettering shall not exceed 300 cd/sqm.

Reason: To ensure that the illumination of the sign is not detrimental to the visual amenities of the area in accordance with the requirements of Policy D4 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting consent-

The fascia sign with internally illuminated lettering only would be of an appropriate colour, appearance and degree of illumination on the building such that no harm would be caused to the character or appearance of the host building and Seven Dials Conservation Area.

Internally illuminated signs are not normally acceptable within a Conservation Area. However, in this case, the proposal to back-light the lettering only at 300 cd/m² would be discreet and modest and it would not harm the visual amenity of the area or the character of appearance of the Conservation Area.

The sign would not have any adverse impact on neighbouring amenity, especially given the modest luminance levels, nor would it be harmful to either pedestrian or vehicular safety.

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 proposal is in general accordance with policy D4 of the Camden Local Plan 2017, the London Plan 2021 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