

Application ref: 2021/2714/A
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Development Management
Regeneration and Planning
London Borough of Camden
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London
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Tim Greatrex
25D Dunlace Road
London
E5 0NF

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
7 Upper St Martin's Lane
London
WC2H 9DL

Proposal:

Proposed advertisement signage to the facade of 7 Upper St Martin's Lane.

Drawing Nos: Design and Access Statement, 189 - TGA-XX-DR-A-001, 189-TGA-00-DR-A-0002, 189-TGA-RL-DR-A-0005, 189-TGA-B1-DR-A-0003, 189-TGA-ZZ-DR-A-0200, 189-TGA-ZZ-DR-A-0201, 189-TGA-00-A-DR-2001, 189-TGA-ZZ-A-DR-2201, 189-TGA-ZZ-A-DR-2200, EIB_WH_7Dials_Signage_BladeSigns_AW(2).

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 The building is grade II listed and within the Seven Dials conservation area. The building occupies a corner site with elevations facing Upper St Martin's Lane and Tower Street. Constructed in the early 19th century, the building is set over four floors with an additional mansard roof. The ground floor has a timber shop frontage that has been altered, the upper floors are stock bricks with rusticated stucco dressings.

The proposals are to add awnings and new signage to the shopfront. The proposed awnings fit neatly at the top of the fascia boards and have a simple design. Awnings are a common feature in the surrounding streets and are in keeping with the character of the conservation area. The new signage includes cut out metal letters that are applied to the fascia board above the entrance, and one timber projecting sign. The signage is subtle and complements the host building.

Additionally, none of the proposed signage would obscure or damage any significant architectural features. Nor would it be harmful to pedestrians or vehicular safety in accordance with Camden Planning Guidance, or have any adverse impact on neighbouring amenity.

Overall therefore, the proposal is considered to preserve the character and appearance of the host building and wider streetscene, and is acceptable.

The site's planning and appeals history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies A1, D1 and D4 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2021.

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 2021.

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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 printed name and title.

Daniel Pope
Chief Planning Officer