

Application ref: 2022/1160/A
Contact: Nick Baxter
Tel: 020 7974 3442
Email: Nick.Baxter@camden.gov.uk
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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

Turner & Co Consulting
1st Floor, Charity House
Duke Street, Tutbury
Tutbury
Burton on Trent
DE13 9NE
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
37 Neal Street
London
Camden
WC2H 9PR

Proposal:

Hanging white painted timber sign 75mm thick with 5mm black plastic lettering projected lettering in thick black 10mm mounted to the external wall
Drawing Nos: Site, location and block plan, P003 (propo ele), design, access and heritage statement

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 site is a shop within the ground floor and basement of a terraced house of 1695, listed grade II and making a positive contribution to the Seven Dials Conservation Area.

The applicant wishes to re-provide a hanging sign from an existing bracket and to paint his business name on his fascia.

The proposed signs are considered acceptable in terms of size, design, and location and not to result in harm to the character and appearance of the streetscene or conservation area. The proposed signage would not obscure any architectural features or otherwise harm the special interest of the listed building.

The application has been advertised in the press and by means of a site notice, whereby there were no consultation responses. The site's planning history has been taken into account in making this decision.

The signs would not be illuminated in line with Camden Planning Guidance and the location of the signage would not harm neighbouring amenity. The proposal raises no public safety concerns nor would it be harmful to pedestrian or vehicular safety.

The site's planning history and relevant appeals have been taken into account

when coming to this decision.

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, and also of preserving or enhancing the character or appearance of the conservation area, under s.66 and s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

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.

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