

Application ref: 2021/5923/A
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Date: 26 June 2022

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sea design group
13d Princes Drive
Kenilworth
CV8 2FD
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Shop And Premises At Basement And Ground Floor
39 Neal Street
London
WC2H 9QG

Proposal:

Display of 3x non-illuminated fascia signs and 1x non-illuminated projecting sign

Drawing Nos: 220713/ADV; 30313; 220713-EX; 220713/2.0; 220713/ADV REV 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 All advertisements hereby approved shall be non-illuminated and shall be retained as such thereafter.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policies D2 and D4 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting permission/consent-

The proposal is for the display of 1 non-illuminated projecting and 3 non-illuminated fascia signs. The proposed non-illuminated signage is considered to be acceptable in terms of size, design and location and would have no adverse impact on the Seven Dials Conservation Area. The proposal will not impact on the neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety.

The works would preserve the character and appearance of the conservation area and would not cause harm to the surrounding commercial area. The proposals are considered to be acceptable.

The site's planning and appeals history has been taken into account when coming to this decision. An objection was initially received and then subsequently withdrawn by Bloomsbury CAAC. Their objection related to the signs being

internally illuminated. Amendments were sought to remove the illumination overcoming the objection.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

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 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.

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