

Application ref: 2022/4717/A
Contact: Fast Track TC
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Date: 15 January 2023

Development Management
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Flat 56 Quantock House
Lynmouth road
London
N16 6XW
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Basement And Ground Floor
14 Earlham Street
London
Camden
WC2H 9LN

Proposal:

Display of non-illuminated, hand-painted lettering to fascia and 1 non-illuminated, hand-painted hanging sign

Drawing Nos: 01_001; Proposed Photomontage; Existing Photo

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 Reasons for granting permission/consent-

This application is for the display of non-illuminated fascia lettering and 1x non-illuminated hand painted hanging sign. 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 Grade II listed building and 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.

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

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 policies D2 and D4 of the Camden Local Plan 2017, the London Plan 2021 and the National Planning Policy Framework 2021

- 2 Please be advised that the works subject to this permission may also require listed building consent.

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:

<https://www.gov.uk/appeal-planning-decision>.

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a faint, light-colored rectangular stamp or watermark.

Daniel Pope
Chief Planning Officer