

Application ref: 2020/4243/A
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Bishop & Associates
42 - 44 Arundel Terrace
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SW13 8DS

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
37A Neal Street
London
WC2H 9PR

Proposal:
Display of an externally illuminated (spot-lit) hanging sign on Short's Gardens elevation (retrospective).

Drawing Nos: Site location plan; (37aNS_)DE01_rev 1 (signage details - Short's Gardens), DE01_rev 3 (signage details - Neal Street), EFE01_rev 2, ESE01_rev 2, PFE01_rev3, PSE01_rev 3.

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 Reason for granting advertisement consent:

An unauthorised externally illuminated (spot-lit) hanging sign already being displayed on Short's Gardens elevation is considered to be acceptable in terms of its size, design, location, method of illumination and luminance level.

The sign does not have any adverse impact on neighbouring amenity, especially given the low luminance levels (190 cd/m²), nor is it harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance. Moreover, the proposed signage would not obscure any significant architectural or historic features of the building, and as such, would not be harmful to the special interest of the Grade II listed building and is acceptable in visual amenity terms within the context of this commercial environment located within the Seven Dials Conservation Area.

Concern was initially raised by the Council in regard to 2 unauthorised externally illuminated fascia signs being displayed within 2 black shopfront boxed frames on Neal Street and Short's Gardens elevations, in so far as the LED downlighters (and frames) were considered to be harmful to the special architectural and historic interest of the Grade II listed building and Thomas Neal's Warehouse of which it forms part. In response, the applicant removed both unauthorised signs and

frames from the frontages and omitted them entirely from the application proposals. Non-illuminated fascia signage is shown on the revised drawings instead. This is considered to benefit from deemed advertisement consent (though listed building consent is required) and an informative is attached to this decision in this regard. On that basis, the revised signage proposal is considered to be acceptable.

The site's planning and appeal history has been taken into account when coming to this decision. Two objections have been received following statutory consultation and recorded in the associated consultation summary.

As such, the proposal is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2021.

- 2 The display of non-illuminated fascia signage within curved arches on Neal Street and Short's Gardens elevations as shown on the submitted drawings is considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 5 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore, does not require formal determination by the Council in the form of an advertisement consent application.

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', written in a cursive style.

Daniel Pope
Chief Planning Officer