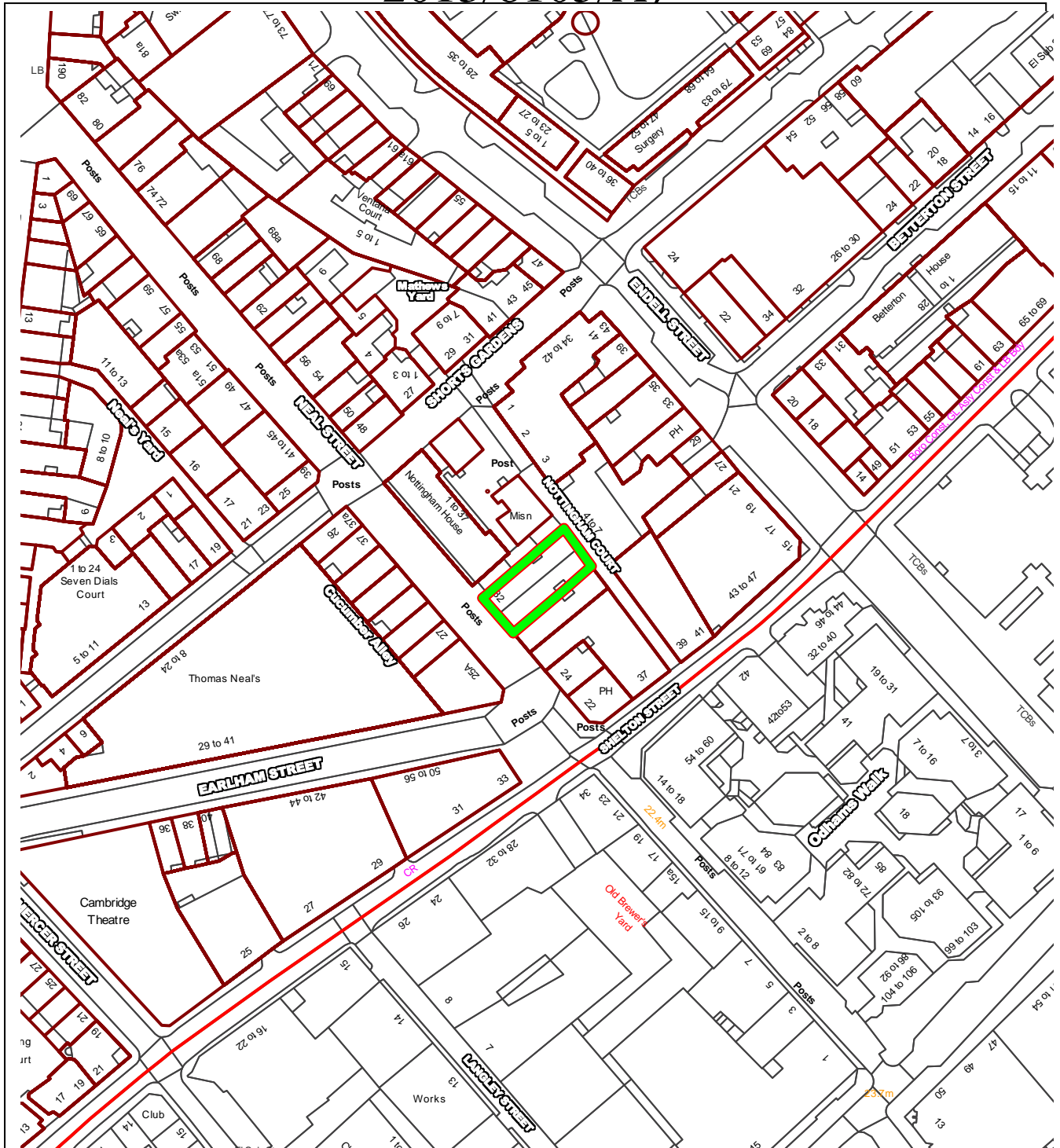


# 30-32 Neal Street (2014/0355/P & 2013/8105/A)



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## Photos

View to shopfront, including new signage





Existing view to shopfront prior new works.





**View Looking south along  
Neal Street**



**View looking north along  
Neal Street**



Nearby shopfronts and signage on Neal Street



<b>Delegated Report (Members Briefing)</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		2014/0355/P – 10/02/2014	
		N/A / attached		<b>Consultation Expiry Date:</b>		2013/8105/A – 10/02/2014  13/02/2014	
<b>Officer</b>				<b>Application Number(s)</b>			
Emily Marriott-Brittan				2014/0355/P 2013/8105/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
30-32 Neal Street London WC2H 9PS				Refer to draft decision notice			
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>				
<b>Proposal(s)</b>							
2014/0355/P – Retention of new shopfront 2013/8105/A – Retention of 2x internally illuminated fascia signs and 1x internally illuminated projecting sign.							
<b>Recommendation(s):</b>		Grant Planning Permission. Grant Advertisement Consent.					
Application Types:		<b>Full Planning Permission Advertisement Consent</b>					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
<b>Consultations</b>							
Adjoining Occupiers:		<b>No. notified</b>	<b>42</b>	<b>No. of responses</b>	<b>02</b>	<b>No. of objections</b>	<b>00</b>
				<b>No. electronic</b>	<b>00</b>		
Summary of consultation responses:		Press notice published from 23/01/2014 to 13/02/2014. Site notice displayed from 17/01/2014 to 07/02/2014.  Consultation response 1: A neighbour commented that many new shops are out of character with the architecture and style of the area and this should be taken into account when considering the application.  Consultation response 2: A neighbour supports the new shopfront as it will not affect the place where they live.					
CAAC/Local groups* comments: *Please Specify		<u>Covent Garden CACC consultation response 3:</u> The Covent Garden CACC provided 'no comment' in relation to the planning application and advertisement consent.  <u>Covent Garden Community Association consultation response 4:</u> The proposed steel shopfront is inappropriate and does not reflect the character of the conservation area.					

**Officer response to comments raised:**

In response to the comments raised above in consultation response 1 and 4 (as detailed in paragraph 3.1 below) the proposed new shopfront will retain the existing pilasters and fascia band which will contribute to the original form and character of the building being in part retained. The new glass and stainless steel shopfront is considered to be a suitable upgrade and is in line with a number of other shopfronts which have been 'updated' recently along Neal Street.

**Site Description**

The site is located towards the southern end of Neal Street and is part of a terraced group of properties with this site at end of terrace. The site is identified in the Seven Dials Conservation Area Statement as making a positive contribution, however, has not been identified as a shopfront of merit.

**Relevant History****Host site:**

**2008/1600/A** - Display of two halo-illuminated fascia signs to front elevation and one halo-illuminated projecting sign to existing shop (Class A1) (granted)

**Neal street applications:**

**2011/4772/A** - Display of internally illuminated projecting sign (granted)

**2012/2062/A** - Display of internally illuminated projecting sign and externally illuminated fascia sign (granted)

**Relevant policies****NPPF 2012****The London Plan 2011****LDF Core Strategy and Development Policies 2010**

CS5 Managing the impact of growth

CS14 Promoting high quality places and conserving our heritage

DP24 Securing high quality design

DP25 Conserving Camden's Heritage

DP26 Managing the impact of development on occupiers and neighbours

DP30 Shopfronts

**Seven Dials Conservation Area Appraisal and management strategy 1998**

Camden Planning Guidance (amenity) and (design)

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

**Assessment**

**1.0 It should be noted that a site visit carried out by the case officer confirmed that the proposed works including both the new shopfront and signage had already been completed.**

**2.0 Proposal (New Shopfront)**

2.1 Planning permission is sought for a new shopfront. The proposal includes a new stainless steel framed shopfront with frameless glass entry doors. The proposal will retain the existing pilasters and fascia band which are notable features of the front facade.

**3.0 Design**

3.1 The Conservation Area Appraisal and Management Strategy for Seven Dials requires that proposals for new shopfronts are expected to preserve or enhance the visual character and appearance of the shopping streets, through respect for the proportions, rhythm and form of the original frontages. It is considered that the proposed shopfront does not detract from the existing

streetscene and compliments many other surrounding shopfronts which already have glass and steel framed entrances. Retaining the existing pilasters and fascia band results in the original form and character of the building being retained.

#### **4.0 Access**

4.1 Applications which involve the provision of a new entrance are expected to provide leveled access. The new entrance way to the shop will provide level access and therefore comply with this standard as set out in Camden Planning Guidance 6 (amenity).

#### **5.0 Proposal (New Signage)**

5.1 The proposed signage will include the display of 2x fascia signs (halo illumination) and 1x projecting sign (halo illumination).

5.2 The proposed new logo sign and fixed fascia band will measure 0.585m high and 1.447m long. The proposed fascia band will measure 0.28m high and 1.2m in length. The projecting sign will measure 0.326m high, 0.795m in length and will be 10cm wide.

#### **6.0 Amendments**

6.1 Amendments to the proposed signage was requested in relation to the internal illumination of the 3 signs. The applicant agreed to change the internal illumination of all three signs to 'halo' illumination.

#### **7.0 Amenity**

The signs do not obscure any prominent architectural features of the building and are considered acceptable in terms of proportions and design. The proposal is considered to be acceptable as it will not harm the character or appearance of the host building or other buildings located nearby or the wider conservation area.

7.1 It is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers. There are a number of similar advertisements along Neal Street for fascia and projecting signs with illumination which have been recently approved. The proposed signage will be 'halo illuminated' so as to reduce the impact of the advertisement on the conservation area.

#### **8.0 Public Safety & transport**

The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

**9.0 Recommendation:** Grant Planning Permission. Grant Advertisement Consent

#### **DISCLAIMER**

**Decision route to be decided by nominated members on *Monday 10 March 2014*. For further information please go to [www.camden.gov.uk](http://www.camden.gov.uk) and search for 'members briefing'**



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planning@camden.gov.uk  
www.camden.gov.uk/planning

Application Ref: **2013/8105/A**  
Please ask for: **Emily Marriott-Brittan**  
Telephone: 020 7974 4206

05 March 2014

Dear Sir/Madam

**DRAFT**  
**DECISION**

Town and Country Planning Act 1990  
Town and Country Planning (Control of Advertisements) (England) Regulations 2007  
**Advertisement Consent Granted**

Address:  
**30-32 Neal Street**  
**Covent Garden**  
**London**  
**WC2H 9PS**

**DECISION**

Proposal:  
Retention of 2x fascia signs (halo illumination) and 1x projecting sign (halo illumination).  
Drawing Nos: 07-D

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

Your attention is drawn to the notes attached to this notice which tell you about your Rights of Appeal and other information.

Yours faithfully

Culture and Environment Directorate  
(Duly authorised by the Council to sign this document)

Oberlanders Architects LLP  
16 Melville Street  
Edinburgh  
Scotland  
EH3 7NS

Application Ref: **2014/0355/P**  
Please ask for: **Emily Marriott-Brittan**  
Telephone: 020 7974 4206

05 March 2014

Dear Sir/Madam

**DRAFT**  
**DECISION**

Town and Country Planning Act 1990 (as amended)  
Town and Country Planning (Development Management Procedure) Order 2010  
Town and Country Planning (Applications) Regulations 1988

### **Full Planning Permission Granted**

Address:  
**30-32 Neal Street**  
**Covent Garden**  
**London**  
**WC2H 9PS**

**DECISION**

Proposal:  
Retention of new shopfront.  
Drawing Nos: 07-D

The Council has considered your application and decided to grant permission subject to the following condition(s):

#### **Conditions and Reasons:**

- 1 All new external work shall be carried out in materials that resemble, as closely as possible, in colour and texture those of the existing building, unless otherwise specified in the approved application.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP24 and DP25 of the London Borough of Camden Local Development



Framework Development Policies.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plan: 07-D.

Reason:

For the avoidance of doubt and in the interest of proper planning.

Informative(s):

- 1 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Compliance and Enforcement team [Regulatory Services], Camden Town Hall, Argyle Street, WC1H 8EQ (Tel. No. 020 7974 4444 or on the website <http://www.camden.gov.uk/ccm/content/contacts/council-contacts/environment/contact-the-environmental-health-team.en> or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

Your attention is drawn to the notes attached to this notice which tell you about your Rights of Appeal and other information.

Yours faithfully

Culture and Environment Directorate  
(Duly authorised by the Council to sign this document)