

Escott Signs Ltd
378 Princesway
T.V.T.E.
GATESHEAD
NE11 0TU

Application Ref: **2007/5442/A**
Please ask for: **Elaine Quigley**
Telephone: 020 7974 **2453**

07 February 2008

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Refused and Warning of Enforcement Action to be Taken

Address:
**6 Neal's Yard
London
WC2H 9DP**

Proposal:
Retention of an externally illuminated fascia sign and an externally illuminated projecting sign to shop (Class A1).

Drawing Nos: Site Location Plan; SD4750.07; section drawing

The Council has considered your application and decided to **refuse** advertisement consent for the following reason(s):

Reason(s) for Refusal

- 1 The method of illumination to both signs, by reason of its excessive size and design, is considered visually obtrusive and detrimental to the character and appearance of the building and the (Seven Dials) Covent Garden Conservation Area, contrary to policies B1 [General design principles], B4A [Shopfronts] and B7 [Conservation areas] of the London Borough of Camden Replacement Unitary Development Plan 2006 and design advice in the Camden Planning Guidance 2006.



Informative(s):

- 1 You are advised that this matter has now been passed to the Enforcement Team to consider the expediency of taking enforcement action to secure the removal of the unauthorised signage that has been installed without the benefit of advertisement consent.
You may wish to consider submitting a further advertisement application to remedy the breach as follows:
remove the existing trough light and overhead spot lights and replace them with a more appropriate form of illumination such as halo-lit lettering within the fascia and projecting sign.
Failure to submit such an application within two months of the date of this decision will result in commencement of an enforcement investigation.

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