

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		22/09/2006	
		N/A / attached		<b>Consultation Expiry Date:</b>		N/a	
<b>Officer</b>				<b>Application Number(s)</b>			
Gareth Wilson				2006/3496/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
65-67 Neal Street London WC2H 9PJ				See decision notice			
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>		<b>Date:</b>		
<b>Proposal(s)</b>							
The retention of a halo illuminated fascia and internally illuminated projecting sign to existing retail unit (Class A1)							
<b>Recommendation(s):</b>		<b>Grant Advertisement Consent</b>					
<b>Application Type:</b>		<b>Advertisement Consent</b>					
<b>Conditions or Reasons for Refusal:</b>		<b>Refer to Draft Decision Notice</b>					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>	No. notified	<b>00</b>	No. of responses	<b>00</b>	No. of objections	<b>00</b>	
<b>Summary of consultation responses:</b>	N/a						
<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>	N/a						

## Site Description

The property is a 3-storey plus roof extension and basement building located on the south side of Neal Street close to the intersection with Monmouth Street and Shaftesbury Avenue. The application relates to the retail unit on the ground and basement floors. The property lies within the Covent Garden CA. It is not listed.

## Relevant History

2006/0640/A The display of an externally illuminated fascia and internally illuminated projecting sign to existing retail unit (Class A1)

Reason for refusal

*The proposed fascia and projecting signage, by reason of their size and location, would be detrimental to the appearance of the building, the surrounding street scene and the character and appearance of the Seven Dials Conservation Area contrary.*

## Relevant policies

Set out below are the UDP policies that the proposals have primarily been assessed against, together with officers' view as to whether or not each policy listed has been complied with. However it should be noted that recommendations are based on assessment of the proposals against the development plan taken as a whole together with other material considerations.

### **RUDP2006**

B4B – Advertisements and signs

B7 – Listed Conservation Areas

### **SPG 3.6 - Advertisements**

#### **Assessment**

The signage as erected has been revised from the previously refused oversized fascia board. Pre-application advice from officers has largely been taken into account.

The fascia sign is now a modest size occupying the original fascia area of the building. Individual brushed aluminium letters are raised off the fascia and are back lit by LED lights to create a halo effect. The size and position of the fascia is now more in keeping with the adjoining shopfronts. The display acceptable in design and materials and the illumination is discrete enough to not detract from the appearance of the street or impact unacceptably on the conservation area.

The projecting sign is modestly sized (515x600mm) and is mounted at fascia level inline with guidance. Internal illumination is normally not acceptable however the edges of lettering only is illuminated giving a halo effect which is considered minimal and in keeping with other illuminated signs on Neal Street and does not appear to have an unacceptable impact on the conservation area. The projecting sign is considered acceptable in design and materials.

Application recommended for approval.

## **Disclaimer**

*This is an internet copy for information purposes. If you require a copy of the signed original please contact the Culture and Environment Department on (020) 7974 5613*