

|  |                            |  |                                     |                                  |              |                   |    |
|--|----------------------------|--|-------------------------------------|----------------------------------|--------------|-------------------|----|
| <b>Delegated Report</b>  |                            | <b>Analysis sheet</b>  |                                     | <b>Expiry Date:</b>              |              | 14/08/2006        |    |
|  |                            | N/A / attached   |                                     | <b>Consultation Expiry Date:</b> |              | 20/07/2006        |    |
| <b>Officer</b>   |                            |  |                                     | <b>Application Number(s)</b>     |              |                   |    |
| Gareth Wilson  |                            |  |                                     | 1. 2006/2516/A<br>2. 2006/2789/L |              |                   |    |
| <b>Application Address</b>   |                            |  |                                     | <b>Drawing Numbers</b>           |              |                   |    |
| 37A Neal Street<br>& 22 Shorts Gardens<br>London<br>WC2H 9PR   |                            |  |                                     | 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> |                   |    |
|  |                            | DS   |                                     |                                  |              |                   |    |
| <b>Proposal(s)</b>   |                            |  |                                     |                                  |              |                   |    |
| 1. Display of 2no. internally illuminated projecting signs on street corner of retail shop (Class A1).   |                            |  |                                     |                                  |              |                   |    |
| 2. Alterations in connection with the installation of 2no. internal illuminated hanging signs within shop and 2no. internally illuminated projecting signs on street corner of retail shop (Class A1). |                            |  |                                     |                                  |              |                   |    |
| <b>Recommendation(s):</b>  |                            | 1. Refuse Advertisement Consent<br>2. Refuse Listed Building Consent   |                                     |                                  |              |                   |    |
| <b>Application Type:</b>   |                            | 1. Advertisement Consent<br>2. Listed Building Consent   |                                     |                                  |              |                   |    |
| <b>Conditions or Reasons for Refusal:</b>  |                            | Refer to Draft Decision Notice   |                                     |                                  |              |                   |    |
| <b>Informatives:</b>   |                            |  |                                     |                                  |              |                   |    |
| <b>Consultations</b>   |                            |  |                                     |                                  |              |                   |    |
| <b>Adjoining Occupiers:</b>  |                            | No. notified   | 00                                  | No. of responses                 | 01           | No. of objections | 01 |
| <b>Summary of consultation responses:</b>  |                            | Site notice. 1 objection on the grounds that the signage is internally illuminated and the neon signage is in violation of Council's policy for Seven Dials Conservation Area and the signage detracts from the conservation area. |                                     |                                  |              |                   |    |
| <b>CAAC/Local groups* comments:</b><br>*Please Specify   |                            | N/a  |                                     |                                  |              |                   |    |

## Site Description

No.37 Neal Street is a brickwork fronted terraced house, now converted to flats, above a shop. It is listed Grade II, and dated back to c1695, but was restored early C19. It is 4 storeys high with a basement. It is a typical of the narrow fronted 2 windows wide house with early C19 shopfronts along Neal Street.

At ground level the shop backs onto Unit 22 of Thomas Neal's Centre which fronts onto Cucumber Alley. The west side of Neal Street backs onto Shorts Gardens and Earlham Street, which has had its large C19 warehouses converted during the 1980's for shopping / restaurants at the lower levels with offices over as part of the Thomas Neal's Centre. The property lies within Seven Dials Conservation Area.

## Relevant History

LSX0205203/R1: Consent dated 22/01/04: Internal refurbishment and creation of an opening between 37 and 37a Neal Street.

LSX0304102: Refusal dated 19/03/2003: Partial removal of internal wall between 37 Neal Street and 22 Cucumber Alley. Appeal dismissed.

2003/0244/L: Consent dated 24/07/04: Removal of internal wall between 37a Neal Street and 22 Shorts Gardens.

2004/1056/L: Consent dated 11/06/04: Removal of a rear internal wall at ground floor level and relocation of staircase between basement and ground floor level of Unit 22 Thomas Neal's Centre & 37 Neal Street.

2006/0092/P; 2006/0091/L Consent dated 20/03/2006: Installation of an ATM and CCTV to the Shorts Gardens elevation of the retail shop (Class A1).LB Internal and external alterations involving the installation of an ATM and CCTV to the Shorts Gardens elevation of the retail shop (Class A1).

## 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.

## Revised Deposit Draft 2006

B1 Design

B4 Shopfronts, adverts and signs

B6 LB

B7 CA

**SPG 2002 – 2.9 Shopfronts**

**Seven Dials Conservation Area Statement.**

## Assessment

Permission is sought to retain new signage including 2no. internally illuminated projecting signs, 1no. mounted on Neal Street elevation and 1no. mounted on Shorts Gardens elevation, 1no. non-illuminated panel sign mounted directly below the waypoint street name sign on Neal Street, and 1no. internally illuminated neon hanging sign located within the shop display area within 1 metre of display window.

Advertisement consent is required for the 2no. projecting signs. The neon signage located inside the shop benefits from deemed advertisement consent. Listed building consent is required for all signage and fittings.

## Assessment

The projecting signs are positioned at first floor level and relate poorly to the building's architectural features. The projecting sign on the Neal Street elevation sits above the strong horizontal line established by fascia level signage on the adjoining listed buildings. The projecting sign on Shorts Gardens appears to 'float' between the two floors, and as it relates to the activity at ground floor level this should be more clearly expressed. The projecting signs should be located at ground floor level adjacent to the fanlights and immediately below the height of the brick arches.

There is an objection to the method of illumination of the projecting signs, and the Seven Dials Conservation Area statement states that internally illuminated signs are unacceptable and generally signage should be non-illuminated or externally illuminated. However SPG guidance suggests that Halo illumination of letters may be acceptable in appropriate locations. In consideration there is no objection raised to the use of halo illumination on the projecting signs as the design of the signage does not appear to compete with the robust industrial nature of the building. There are several other halo illuminated fascia and projecting signs nearby on Neal Street. The use of halo illumination in this case is therefore considered acceptable. The projecting signs are considered to be acceptable in terms of their size and materials with little perceivable impacts on the building or the conservation area.

There is no objection to the neon signage located internally within the shop as it is not considered contentious in listed building terms, with little perceivable impacts on the special character of the building or historical interest.

The panel sign on Neal St creates visual clutter competing with the Neal Street waypoint sign, and is considered to have an unacceptable impact on the listed building and the conservation area in LB and CA terms and should be removed.

As the signage has already been installed whilst the advertisement and listed building applications were live, it is considered appropriate to advise on any refusal notice that the matter will be passed to planning enforcement to investigate if no action is taken to remedy the current unacceptable situation.

It is noted that the shop front still has redundant hanging sign brackets 1no. on the Neal Street elevation and 2no. on the Shorts Gardens elevation which are not original to the building. The redundant brackets create visual clutter and should be removed. An informative should be attached to any permission advising this.

Given the above concerns both applications are **recommended for refusal**.

## **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***