



**Development Control  
Planning Services**

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Judge Gill  
3 Coburg Street  
Manchester  
M1 3GY

Application Ref: **2006/2516/A**  
Please ask for: **Gareth Wilson**  
Telephone: 020 7974 3060

14 August 2006

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990  
Town and Country Planning (Control of Advertisements) Regulations 1992

### Advertisement Consent Refused

Address:  
**37A Neal Street  
& 22 Shorts Gardens  
London  
WC2H 9PR**

Proposal:  
Display of 2no. internally illuminated projecting signs on street corner of retail shop (Class A1).

Drawing Nos: Site Location Plan 1070/17; 1070/18; 1070/19; 1070/002 B; 1070/005 B

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

#### Reason(s) for Refusal

- 1 The 2no. internally projecting signs, by reason of being poorly located on the building, are detrimental to historic interest of the building and the special character of the Seven Dials Conservation Area contrary to policies B4 (Shopfronts, advertisements and signs), B6 (Listed buildings) and B7 (Conservation Areas) of the London Borough of Camden Replacement Unitary Development Plan 2006.

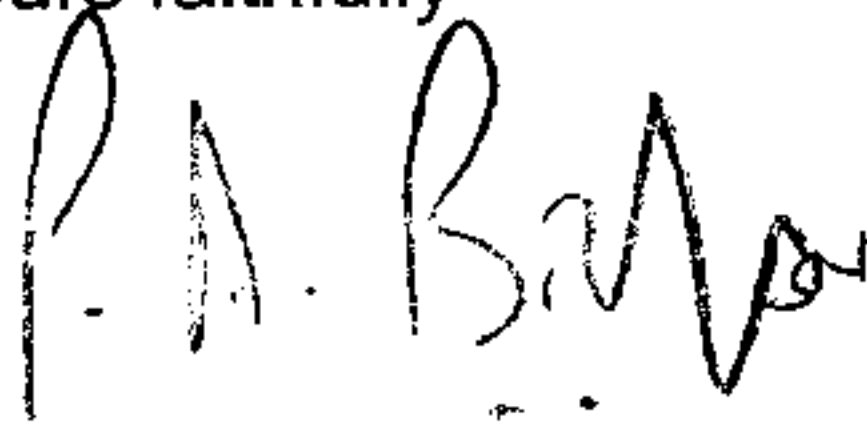


Informative(s):

- 1 Any scheme to relocate the projecting signs will require a prior application for express advertisement consent and listed building consent. You are advised to ensure the size and position of the sign respects the existing shopfront and the building as a whole (ie. The signage should be located at fascia level adjacent fanlights and below the level of the brick arches). Please do not install any signage until express consent is granted.
- 2 You are advised that the matter will now be investigated by the Council's Enforcement Team with a view to potential enforcement action/prosecution. You are advised therefore to remove the advertisements specified above as soon as possible and submit a further application for revised proposals as set out the the informative 1 above.

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

Yours faithfully

A handwritten signature in black ink, appearing to read 'P. A. B. M. V.' with a stylized flourish at the end.

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