

CONSULTATION SUMMARY

Case reference number(s)

2017/6067/A

Case Officer:

Tony Young

Application Address:

39 Neal Street

LONDON

WC2H 9QG

Proposal(s)

Retention of 2 non-illuminated fascia signs and 2 non-illuminated blade signs, and the display of a non-illuminated fascia logo sign above entrance door.

Representations

Consultations:	No. notified	0	No. of responses	1	No. of objections	1
					No of comments	0
					No of support	0

Summary of representations

(Officer response(s) in italics)

Covent Garden Community Association objected as follows:

- a. The use of internal illumination is inappropriate and unsympathetic in a conservation area, and conflicts with Camden planning policy (see CGP1, 8.11-8.15; & DP25).
- b. National guidance, as set forth in the Department of Communities & Local Government's "Outdoor advertisements and signs: a guide for advertisers," clearly states that Class 4 (illuminated advertisements) "does not extend to any premises in a Conservation Area" (p. 17).
- c. The Seven Dials (Covent Garden) Conservation Area Statement states that "signage should be non-illuminated or externally

illuminated" (see SD19, p. 28-29).

Summary of case officer's comments are as follows:

In response to points a-c, the applicant has agreed to remove the unauthorised illuminated sign and has now submitted amended drawings to include a non-illuminated replacement sign.

These amendments are considered to be acceptable and address in full the concerns raised by the Covent Garden Community Association.

Recommendation:- Grant advertisement consent