

Laura Rizzi/Samantha  
Boxco2 Consultants Ltd.  
2 Lion Yard  
Tremadoc Road  
London  
SW4 7NQ

Application Ref: **2017/6067/A**  
Please ask for: **Tony Young**  
Telephone: 020 7974 **2687**

24 January 2018

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**39 Neal Street**  
**LONDON**  
**WC2H 9QG**

Proposal:  
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.

Drawing Nos: Site location plan - A1.0; Existing drawings - A0.0, A1.0, A2.0; Proposed drawings - A2.0, A10.0a, D1.0, D1.01, D1.02.

The Council has considered your application and decided to grant consent subject to the following condition(s):

#### Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.



- 2 No advertisement shall be sited or displayed so as to
  - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
  - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
  - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

#### Informative(s):

- 1 Reasons for granting advertisement consent:

The 2 unauthorised non-illuminated fascia signs and 2 non-illuminated blade signs that are already displayed, as well as, the proposed display of a non-illuminated fascia logo sign above the front entrance door are all considered to be acceptable in terms of their size, design, colour, materials, location, as well as, absence of illumination.

Concerns were initially raised with regards to an unauthorised illuminated fascia logo sign currently positioned above the front entrance door in so far as it is illuminated, disproportionately large, protrudes too far outwards, and uses unsuitable materials. As such, it is considered to be harmful to the character and appearance of the property within the Covent Garden (Seven Dials) Conservation Area, as well as, the established pattern of mainly non-illuminated signage within Neal Street. Following Council advice, the applicant has agreed to remove the sign and has submitted amended drawings to include a non-illuminated and more suitably sized replacement sign. These amendments are considered to be

acceptable.

Overall, it is therefore considered that the proposals would not have any adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance, nor would they significantly alter the character or appearance of the building or detract from the wider Seven Dials (Covent Garden) Conservation Area, and would therefore be acceptable.

The site's planning and appeals history has been taken into account when coming to this decision. One objection was received from the Covent Garden Community Association to the original proposals and this has been noted in the consultation summary associated with this decision.

As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2016 and the National Planning Policy Framework 2012.

## 2 WARNING OF ENFORCEMENT ACTION TO BE TAKEN

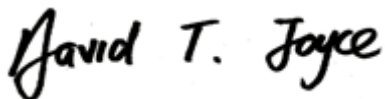
The existing unauthorised illuminated fascia logo sign positioned above the front entrance door is considered to be harmful to the character and appearance of the property within the Covent Garden (Seven Dials) Conservation Area and enforcement action may be taken alleging a breach of planning control in relation to this should the unauthorised display of signage not be removed within 1 month of the date of this advertisement consent being granted.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



David Joyce  
Director of Regeneration and Planning