

# CONSULTATION SUMMARY

## Case reference numbers

2020/4243/A & 2020/5257/L

## Case Officer:

Tony Young

## Application Address:

37A Neal Street  
London  
WC2H 9PR

## Proposal

- (1) Advert: Display of an externally illuminated (spot-lit) hanging sign on Short's Gardens elevation (retrospective); and
- (2) Listed building: Alterations to shopfronts on Neal Street and Short's Gardens elevations, including replacement entrance door and tiled step, painting of shopfront frames and installation of new signage (retrospective).

## Representations

<b>Consultations:</b>	No. notified	0	No. of responses	2	No. of objections	2
					No of comments	0
					No of support	0

## Summary of representations

Seven Dials Conservation Area Advisory Committee objected as follows:

1. *'The exposed brick arches which run along both Neal St and Shorts Gardens have been obscured by the new shopfronts. The new shopfront is of poor quality with fake pilasters floating off the ground and attached to the historic brickwork. The historic fanlight on Neal St has obscured by the shopfront. For these reasons the proposals cause harm to the listed building and conservation area and should be refused'*.

Covent Garden Community Association objected as follows:

2. *'It does nothing to enhance the conservation area or complement the listed building. Indeed, the rectangular fascia signs rudely block off three off the curved window arches that are characteristic of the building. These are features all around the Thomas Neal's warehouse, of which this unit forms a part (List Entry Number: 13420940). In short, the shape of the signs was a clear mistake and they should be replaced with ones of an appropriate shape that do not harm the form or character of the heritage asset'*.

### Officer response:

1. & 2. In response to the concern expressed above, the applicant has

	removed the unauthorised black boxed frames and associated externally illuminated (LED) fascia signs from both frontages and omitted them entirely from the application proposals. Non-illuminated fascia signage is shown on the drawings instead which is more suitably located in recessed positions within the arches themselves so as not to obscure the curved profile and to allow a continued appreciation of its form and exposed brick appearance.
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**Recommendations: Grant advertisement and listed building consents**