

CONSULTATION SUMMARY

Case reference numbers

2024/4967/A & 2024/5233/L

Case Officer:

Tony Young

Application Address:

232 Shaftesbury Avenue
London
WC2H 8EG

Proposal

External alterations in connection with installation of replacement signage (externally illuminated (trough-lit) fascia sign).

Representations

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

Summary of representations

A local resident responded objecting to the proposals, summarised as follows:

1. *The proposed sign is a garish and branded; too large; the colour and illumination are excessively bright; it does not suit or blend in with the listed building or conservation area.*
2. *The fact that the applicant has chosen to go ahead to install this signage without seeking prior listed building permission should be regarded as a reason for refusal.*

Officer's response:

1. The proposed sign is similar in size and appearance to many existing signs already being displayed on other ground floor commercial units along this parade of shops. The external method of illumination (using a trough light) is considered to be an appropriate form of lighting within the site context. The luminance level would be modest and no higher than 200 cd/m² in accordance with the Institute of Lighting Professional's guidance.

The proposed sign would therefore not appear out-of-keeping or unduly prominent within the immediate streetscene, conservation area or setting of the listed building, and is acceptable (*see also Informatives 1 on the associated decision notices for further details*).

2. The application assessment has been made giving due consideration to the individual merits of the proposal and taking into account the particular site context, including all relevant planning history, policies and guidance, as well as, the concerns raised above.

Recommendation: Grant Advertisement and Listed Building Consents