

Delegated Report Advertisement Consent	1 st Signature		2 nd Signature (Refusal)		Expiry Date:	30/12/2013
Officer			Application Number(s)			
David Peres Da Costa			2013/7046/A			
Application Address			Recommendation			
41 Charlotte Street London W1T 1RR			Grant advertisement consent			
Proposal(s)						
Display of externally illuminated fascia sign, projecting sign and internally illuminated menu board at existing restaurant.						
Site Description						
The site is a 4 storey terrace property on the west side of Charlotte Street (close to the junction with Rathbone Street). The ground floor units are occupied by a restaurant and are the subject of this application. The property falls within the Charlotte Street Conservation Area but is not listed.						
Relevant History						
2009/0172/A: The retention of replacement externally illuminated fascia and projecting signs, internally illuminated menu box and awning for an existing restaurant (Use Class A3). <u>Granted</u> 04/03/2009						
Relevant policies						
LDF Core Strategy and Development Policies						
CS5 – Managing the impact of growth						
CS14 – Promoting high quality places and conserving our heritage						
DP24 – Securing high quality design						
DP25 – Conserving Camden’s Heritage						
DP26 – Managing the impact of development on occupiers and neighbours						
Town and Country Planning (Control of Advertisements) (England) Regulations 2007						
Camden Planning Guidance 2011 (as amended)						
NPPF 2012						
London Plan 2011						

Assessment

Proposal: Consent is sought for an externally illuminated fascia sign and projecting sign. The fascia sign would have a width of 2.37m and height of 0.87m and would consist of individual letters fixed to the existing rendered fascia finished in blue. The letters 'Zizzi' would be finished in cream and the letters 'Ristarante' would be finished in satin pink. The projecting sign would be an aluminium roundel with a diameter of 0.75m finished in metallic grey with applied cream vinyl circles with bonded flat cut letters (aluminium finished in cream). The roundel would be attached to the existing projecting arm and would be externally illuminated by 2 existing trough lights (on either side of the projecting sign). The fascia sign would be externally illuminated by a 2.9m blue trough light. The internally illuminated menu board would measure 0.96m x 0.69m and would be positioned centrally on the shopfront.

The drawings provide details of two other signs which are considered to benefit from deemed consent by virtue of Schedule 3, Part 1, of the Control of Advertisement Regulations 2007. These signs include: an awning (Class 5); and reverse applied vinyl to inside of glazing (Class 12). An informative will be included confirming this point.

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

Amenity:

The fascia, projecting sign and menu board replace existing signs in the same location on the shopfront. The size of the proposed fascia and projecting sign is very similar to the existing signs. Whilst the proposed menu board would be significantly wider than the existing board its size is not disproportionate and is acceptable. The size, position, materials and method of illumination of the fascia and projecting sign are considered acceptable. The external illumination of the signs is appropriate for the conservation area. The signs would preserve the character and appearance of the conservation area.

Public Safety:

The signs do not raise any public safety concerns.

Recommendation: Grant advertisement consent

The proposed advert is in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.