

Delegated Report		Analysis sheet	Expiry Date:	05/08/2013
		N/A / attached		Consultation Expiry Date:
Officer			Application Number(s)	
Victoria Pound			2013/2400/L 2013/2395/A	
Application Address			Drawing Numbers	
27 Neal Street London WC2H 9PR			See decision letter.	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
Installation of bracket and display of one non-illuminated projecting sign to front elevation (Class A3).				
Recommendation(s):		Grant listed building consent Grant advertisement consent.		
Application Type:		Listed Building Consent Advertisement consent.		

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	00	No. of responses	00	No. of objections	00
			No. electronic	00		
Summary of consultation responses:	Press and site notices displayed. No responses received.					
CAAC/Local groups* comments: *Please Specify	N/a					

Site Description

Grade II listed terraced house and shop dating from the late C18, restored early C19. Within the Seven Dials Conservation Area.

Relevant History

Listed building consent and advertisement consent have been granted for the same proposal at the following addresses, which are Grade II listed:

31 Neal Street – 2013/2441/L & 2013/2439/A – granted 10/07/2013

33 Neal Street – 2013/2402/L & 2013/2401/A – granted 10/07/2013

37 Neal Street - 2010/4704/L & 2010/4699/A – granted 28/10/2010

29 Neal Street – 2011/2295/L & 2011/2291/A - granted 01/07/2011

35 Neal Street – 2011/2368/L & 2011/2366/A – granted 01/07/2011

55 Neal Street – 2011/2369/L & 2011/2367/A – granted 01/07/2011

51-53 Neal St (not listed) – 2011/2166/A – granted 21/06/2011

The same type of hanging sign has also been consented and installed on a number of listed and unlisted buildings on Monmouth Street.

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)

Seven Dials Conservation Area Statement

Assessment

It is proposed to install a wrought iron bracket and cruciform style wrought iron fixing measuring 600mm (h) x 750mm (w) x 1500mm (d), to support a timber hanging sign which would measure 1000mm x 600mm. The sign is not proposed to be illuminated and would hang below the bracket, at fascia level. The proposal was revised during the course of the application, to lower the position of the bracket and sign, in order that the sign would hang at fascia level. The assessment is based on this revised proposal.

The revised proposal is considered to comply with the Council's planning guidance, which advises that advertisements should generally be positioned no higher than fascia level. In this instance, although the bracket would be installed just above the fascia, the position of the hanging sign would be in line with the existing fascia, which is considered to be acceptable.

As with the previous consents, the bracket is proposed to be fixed to the brickwork with rawl bolts rather than affixed into the mortar, in order to be able to support the weight of the sign. The most recently approved applications for signage at nos. 14/16/18, 35/37, 53 and 39 Monmouth Street did not consider that the nature of this type of fixing would significantly damage the fabric of the listed buildings; the same view is taken here. A condition is proposed to be attached to ensure that suitable works of making good to the brickwork are carried out if the bracket is removed in the future.

The size, material, location and method of fixing of the sign and bracket is considered to preserve the special interest of the building and the character and appearance of the conservation area, and would comply with policies CS14 and DP25 of the LDF.

Advertisement consent considerations: 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 sign does not obscure any of the building's significant architectural features and is considered to be acceptable in terms of its proportions and design. It is not considered that the sign would be unduly obtrusive in the street scene nor disturb residents or occupiers.

Public Safety: The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

The proposed sign bracket and sign is in general compliance the relevant local and national policies and guidance and the applications are therefore recommended for approval.

Recommendation: Grant Listed Building Consent and grant Advertisement Consent