

# Delegated Report

Expiry Date:

15/11/2012

## Officer

John Nicholls

## Application Number(s)

2012/4634/A

## Application Address

New London Theatre  
166 Drury Lane  
London  
WC2B 5PF

## Application Type

Advertisement Consent

## 1<sup>st</sup> Signature

## 2<sup>nd</sup> Signature (If refusal)

## Conservation

## Recommendation(s)

Grant Advertisement Consent

## Proposal(s)

Display of 2 non-illuminated fascia signs to front and side elevations of existing theatre, and applied vinyl ground floor wall sign on side elevation facing Parker Mews.

## Consultations

Summary of consultation responses:

## Site Description

The property is a theatre located in the Covent Garden Area bounded by Drury Lane to the south-west, Parker Street to the south-east, Parker Mews to the north-east and Macklin Street to the north-west. The building is between four and seven storeys and is a modern construction with a near completely glazed wall facing Parker Street.

The building is not listed but does lie within the Seven Dials Conservation Area and is considered a positive contributor to the area.

## Relevant History

None

## 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**

## Assessment

### Proposal

The application relates to two non illuminated fascia signs on the front (Parker Street) and side elevations (Drury Lane) and one vinyl print sign applied to the wall on the side elevation (Parker Mews). They will be for a temporary period between 30th Sept 2012 and 30th November 2013.

The two fascia signs replace like-for-like signs that exist at present. The ground floor Parker Mews sign measures 4.3m (h) x 4.1m (w) and is applied to the wall as a vinyl film. This part of the building is set underneath the overhang of the theatre above.

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.

### Amendments

The original proposal had secondary fascia signs applied to an architectural band on the Drury Lane and Parker Street elevations, plus a 40m wide and 16m high externally illuminated vinyl film applied across the whole upper glazed frontage on the Parker Street elevation. These were considered excessive and unacceptable in design terms and have been now omitted from the application.

### Amenity

The signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design.

The CPG considers that signs which are unsympathetically designed can cause significant harm to the building and townscape and therefore they should relate well to the character, scale and architectural features of the building and respect their local context (paragraph 7.13).

It is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers and complies with Camden's Design Guidance because they relate well to the character and scale of the building.

### 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.

### Recommendation:

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.

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