

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		27/06/2012	
		N/A / attached		<b>Consultation Expiry Date:</b>		31/05/12	
<b>Officer</b>				<b>Application Number(s)</b>			
Connie Petrou				2012/1735/P and 2012/2062/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
54 NEAL STREET LONDON WC2H 9PA				See decision notice			
<b>PO 3/4</b>		<b>Area Team Signature</b>		<b>C&amp;UD</b>		<b>Authorised Officer Signature</b>	
<b>Proposal(s)</b>							
1) Replacement of existing glass shopfront with framed glass unit in connection with ground floor retail use (Class A1). 2) Display of internally illuminated projecting sign and externally illuminated fascia sign.							
<b>Recommendation(s):</b>		1) Grant Planning Permission 2) Grant Advert Consent					
<b>Application Type:</b>		Full Planning Permission					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	13	No. of responses	00	No. of objections	00
				No. electronic	00		
<b>Summary of consultation responses:</b>		Site notice displayed 04/05/12 Press notice advertised 10/05/12  None					
<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>		Convent Garden Community Association  No objection  Covent Garden CAAC  No comment					

## Site Description

The site is located on the northern side of Neal street. The property is not listed but is located in the Seven Dials Conservation Area. The applications relate to the ground floor retail unit.

## Relevant History

36871(R1) - Installation of a new shopfront – Undetermined (1983)

## Relevant policies

### LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth and development; CS7 Promoting Camden’s centres and shops; CS14 – Promoting high quality places and conserving our heritage.

DP24 – Securing high quality design; DP25 – Conserving Camden’s heritage; DP29 – Improving Access; DP30 – Shopfronts

Camden Planning Guidance 2011  
Seven Dials Conservation Area Statement

## Assessment

### Proposal

- 1) Planning permission is sought for the installation of a aluminium framed glazed shopfront and
- 2) Advert Consent is sought for 1 x fascia sign to be externally illuminated with 4 x spot lights and 1 x non-illuminated projecting sign.

### Assessment

#### Shopfront

54 Neal Street is identified as a shop front of merit in the conservation area statement as it is regarded as an example of good modern architecture.

The existing frameless glass shopfront is to be removed and replaced with a self-coloured aluminium framed unit to match the adjoining shopfront of the same building. The proposed shop front changes are very minor in nature, retaining its modern appearance, and therefore is considered to preserve and enhance the character of the existing building and wider street scene in line with policies CS7, CS14, DP24, DP25 and DP30 of the LDF. Shopfronts of a similar design are located on either side of the application site.

The proposed door would have a level entrance and a door width of approximately 954 mm which meets the minimum Disability and Equality Act 2010/Disability Discrimination Act 2005 requirements, and the minimum 775mm width for wheelchair access recommended by Camden Planning Guidance.

#### Amenity

The current proposal relates to minor alterations to the shop frontage and would not result in any increase to the unit’s bulk and massing. No adverse impacts upon the amenities of neighbouring occupiers in terms of outlook, privacy and access to sunlight/daylight would be anticipated. No additional noise is anticipated as a result of the proposed changes.

## **Advertisements**

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.

The new fascia lettering, projecting sign and spot lights do not obscure any architectural features of the shopfront and are considered acceptable in terms of proportions and design.

Amendments were made during the course of the application to the projecting sign to make it non-illuminated. Internally illuminated signage is not encouraged in the conservation area on both design and amenity grounds. The spotlights are at fascia level, are not overly large and are positioned directly above the lettering pointing downwards. The method of illumination is considered appropriate in the conservation area and is consistent with policy SD19 of the Seven Dials Conservation Area statement.

In terms of public safety, given the height of the signage, their static illumination and distance from traffic signals, they are not in themselves considered to present a safety hazard to pedestrians or drivers. Therefore no concerns are raised with regard to public safety matters

**Recommendation:** Grant planning permission and advert consent

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