

Delegated Report		Analysis sheet	Expiry Date:	26/12/2011
		N/A / attached	Consultation Expiry Date:	08/12/2011
Officer			Application Number(s)	
Victoria Pound			1. 2011/4474/L 2. 2011/4345/A	
Application Address			Drawing Numbers	
69 A ENDELL STREET LONDON WC2H 9AJ			See decision letter	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
Display of an externally illuminated projecting sign to the front façade of a shop (Class A1).				
Recommendation(s):		1. Grant listed building consent. 2. Grant advertisement consent.		
Application Type:		Listed Building 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:	<p>Press and site notices displayed.</p> <p>One comment was received from adjoining occupier regarding the unauthorised sign, intermittent light and its effect on residential occupation above and opposite, no consultation with neighbours, and querying why there are two applications.</p> <p>Response: This application differs from that which was refused in 2004 in that it seeks to use external rather than internal illumination - as was advised in an informative on the refusal notice – and it seeks to relocate the sign away from the building’s residential entrance to the be positioned adjacent to the commercial entrance door. The illumination will be static, not intermittent, and the sign is positioned below the level of the fascia, comfortably away from the residential floors above, and well away from those opposite. Consultation was undertaken in the form of a press and site notice which is appropriate for these types of application. The two applications cover listed building consent and advertisement consent which are separate planning issues.</p>					
CAAC/Local groups* comments: *Please Specify	<p>Covent Garden Community Association – object: <i>The design – particularly the LED illumination – is not appropriate on a Grade II listed building in the Seven Dials Conservation Area. Should Camden be minded to approve this retrospective application, the CGCA requests that a condition on approval be included to require the applicant to turn off the illuminated sign by 20:00.</i></p> <p>Response – no LED or other internal illumination is proposed – the external faces of the sign will be lit using two, small halogen light which will be affixed to the sign. It is recommended that an informative is attached which clarifies that consent is not granted for any form of internal illumination and that this will overcome the objection.</p>					

Site Description

Ground floor unit of four storey terraced property within retail use, situated on the west side of Endell Street. Similar properties adjoin to the north and south. A block of residential flats is situated on the opposite side of Endell Street to the east. The building is grade II listed and sited within the Covent Garden Conservation Area.

Relevant History

June 1990 – Listed building and advertisement consent granted for the display of one externally spot lit fascia sign.

2004/0762/A – Advertisement consent refused 05/03/2004 for *Display of internally illuminated projecting sign*. The reason for refusal referred to the proposed method of internal illumination, which was considered to be inappropriate as it would be unduly prominent within the streetscene.

Relevant policies

LDF Core Strategy and Development Policies

CS13 Tackling climate change through promoting higher environmental standards

CS14 Promoting high quality places and conserving our heritage

DP22 Promoting sustainable design and construction

DP24 Securing high quality design

DP25 Conserving Camden's heritage

Assessment

Listed building consent and advertisement consent are sought for the display of an externally-illuminated projecting sign. The applications originally sought retrospective consent to retain the sign in its existing position to the right hand side of the shopfront. However, the proposal has been amended and now seeks consent to install the sign to the left of the shopfront adjacent to the commercial entrance, rather than to retain it adjacent to the residential entrance, as this position was causing a disturbance to the occupiers of the residential floors above as a result of commercial customers being visually led to and using the wrong door.

The sign is proposed to be located on the pilaster, immediately below the fascia corbel, where it will line up comfortably with the shopfront transom lights. It will not be affixed to, obscure or otherwise cause harm to any significant historic features. The use of limited external illumination is not considered to be visually harmful, and is in line with Camden's Design guidance. The illumination is located low on the front of the building, with the lights angled downwards and onto the face of the sign. The illumination will be read as part of the shopfront and the general commercial activity within this part of Endell Street, and is not considered to be located or positioned in such a way that would cause harm to the amenity of the residential occupiers above or opposite. In order to overcome the objection received it, is recommended that an informative is applied to any consent which makes clear that internal illumination has not been consented.

In summary the proposed sign is considered to be appropriate in term of its location, size and method of illumination, and is not considered to be harmful to the special architectural or historic interest of the building, the character or appearance of the conservation area nor to residential amenity in the area.

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