

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		20/12/2011	
		N/A / attached		<b>Consultation Expiry Date:</b>		N/A	
<b>Officer</b>				<b>Application Number(s)</b>			
Fergus Freeney				2011/5229/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
24 ENDELL STREET LONDON WC2H 9HQ				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>							
Installation of internally illuminated sign to the front ground floor elevation.							
<b>Recommendation(s):</b>		<b>Grant Advertisement Consent</b>					
<b>Application Type:</b>		<b>Advertisement Consent</b>					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	<b>00</b>	No. of responses	<b>00</b>	No. of objections	<b>00</b>
				No. electronic	<b>00</b>		
<b>Summary of consultation responses:</b>		N/A					
<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>		N/A					

## Site Description

The site is located on the corner of Endell Street and Shorts Gardens. It comprises a four storey brick building.

The site is not listed, but is within the Seven Dials Conservation Area.

## Relevant History

2004/2739/A - The display of an externally illuminated fascia sign and menu board, together with a logo sign to Endell Street entrance. *Part Granted/Part Refused 09/08/2004*

2004/3742/A - Display of a halo illuminated fascia sign above front entrance door. *Approved 17/09/2004*

## Relevant policies

### LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth and development

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

DP30 – Shopfronts

### Camden Planning Guidance 2011

### Seven Dials Conservation Area Statement

## Assessment

### Proposal:

Permission is sought for the display of an internally illuminated sign adjacent to the building's main entrance on Endell Street.

### Assessment:

The proposed sign would measure 1m in height x 0.5m in width x 7cm in depth. It would be constructed from powder coated aluminium in a bronze colour to match that of the existing doorway, and the lettering and graphics would be internally illuminated.

The sign would contain seven internally illuminated circles measuring 6.5cm in diameter, each a different colour. Each circle would illuminate in sequence at a set speed, whilst the large 'h' (measuring 30cm in height) would remain statically illuminated.

The proposed signage is considered to be acceptable, the council has previously approved a large, halo illuminated (with changing colours) fascia above the door and internally illuminated menu signs at the site. These have now been removed and the proposal is considered to be a more subtle and appropriate solution to advertising the Hospital Club within the Seven Dials Conservation Area.

Given that just the lettering and small circles will be illuminated and the sign would be located at low level it is not considered that it would be detrimental to the wider conservation area or host building. It is modest in size and located at the side of the existing main entrance which is considered appropriate to help mark the site to passers by.

There would be no impact on the amenity of neighbours, the sign is located in an area where other internally illuminated signs at higher level are present, furthermore just the lettering and small circles would be lit. Given its relatively modest size it would not impact upon highway or pedestrian safety.

### Assessment: Grant Advertisement Consent.

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