

Delegated Report		Analysis sheet		Expiry Date:		30/11/2011	
		N/A / attached		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
David Glasgow				2011/4303/A			
Application Address				Drawing Numbers			
24 CHARLOTTE STREET LONDON W1T 2ND				Refer Draft Decision Notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Display of halo illuminated fascia sign and retractable canvas awning to the front of existing estate agent (Class A2).							
Recommendation(s):		Grant Planning Permission					
Application Type:		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:		N/A					
CAAC/Local groups* comments: *Please Specify		N/A					

Site Description

The site is an office building on the east side of Charlotte Street, part of a terrace that extends between Colville Place and Windmill Street.

Located within the Charlotte Street Conservation Area. No. 26 adjacent is a listed building included in the list of buildings of local interest in the conservation area statement.

Relevant History

None relevant

Relevant policies

LDF Core Strategy and Development Policies

CS1 (Distribution of growth),
CS5 (Managing the impact of growth and development),
CS14 (Promoting high quality places and conserving our heritage),
DP24 (securing high quality design),
DP26 (Managing the impact of development on occupiers and neighbours)
DP30 (Shopfronts).
Camden Planning Guidance 2011
Charlotte Street Conservation Area Management Plan 2008

Assessment

Proposal

It is proposed to install the following advertisements:

- A retractable canvas awning measuring 3.4m in length, 1.22m in height and projecting 1.2m from the building facade. The awning would be black in colour with white text containing the name of the business, web address and phone number.
- A halo illuminated sign to the front façade below fascia level between the existing windows. The sign would contain an encircled letter 'H' with the business name 'HUDSONS' underneath measuring 0.778m x 0.750m
- A non illuminated board sign located at ground level adjacent to the entrance door measuring 1.5m x 0.950m. This sign would benefit from deemed consent under Class 6 of the Advertisement Regulations and is not considered as part of this application.

Visual Amenity

Awning

The proposed awning is to replace a previously existing awning which has been recently removed. According to the applicant's evidence, prior to its removal the previous awning had been in situ since November 2006. The building does not have a traditional shop front, but a more residential style of facade containing a single entrance door and two front facing windows. The character of the façade does not lend itself to accommodating an awning as readily as a traditional shop window, however the proposed awning has been designed to fit proportionally over the two front facing windows similarly to the previous awning and is not considered to appear overtly disruptive to the facade.

The principle of awnings is well established on Charlotte Street with numerous examples in the immediate vicinity. On the basis that awnings are a prevalent feature in this locality, that the awning has been designed to respect the proportions of the host building and the fact that the previous

awning was likely to have been in situ in excess of four years and therefore immune from enforcement action, the proposed new awning on balance is not considered to harm the character and appearance of the host building or conservation area and is considered acceptable.

Fascia/front sign

The proposed sign to the front of the building would be located below fascia level and incorporate subtle halo illumination. Given the location of the sign below fascia level halo illumination is considered preferable to external lamps which would add unnecessary clutter to the building facade. The proposed signage would not be visually intrusive and the subtle halo illumination would be in keeping with the character of the area and comply with CPG.

Although on the submitted elevation plan the combination of the sign and awning appears to clutter the façade it is considered that that when viewed in situ they would be clearly separated and not result in excessive visual clutter or harm to the façade.

Traffic safety

The proposed signs due their small size and setback from the highway would not affect highways safety.

Recommendation

Grant Advertisement Consent

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