

Delegated Report		Analysis sheet		Expiry Date:		27/10/2011	
		N/A / attached		Consultation Expiry Date:		06/10/11	
Officer				Application Number(s)			
Connie Petrou				1) 2011/4177/P and 2) 2011/4290/A			
Application Address				Drawing Numbers			
24 CAMBRIDGE CIRCUS LONDON WC2H 8AA				See decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
1) Alterations to the front façade of an existing restaurant (Class A3) to include new tiling on stallrisers, new wall lights and new features at fascia level.							
2) Display of 2 x internally illuminated fascia signs, replacement awnings and 2 x new awnings x 2 projecting signs to restaurant (Class C3).							
Recommendation(s):		Grant Planning Permission and Advert Consent					
Application Type:		Full Planning Permission and Advert 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:		None					
CAAC/Local groups* comments: *Please Specify		Covent Garden Community Association No comment					

Site Description

Premises located to the north east corner of Cambridge Circus; the front elevation faces the Circus, Shaftesbury Avenue runs along the east side of the site and Charing Cross Road to the west. The basement and ground floor are in A3 use.

Located within the Seven Dials (Covent Garden) Conservation Area. No. 24 Cambridge Circus is identified as a building that makes a positive contribution to the conservation area.

The major part of Cambridge Circus is situated within the City of Westminster. There is a wide area of pavement in front of the site, a retail kiosk has been installed towards the Shaftesbury Road edge of the pavement and there is a bus shelter along the Charing Cross Road section of pavement. This is an area characterised by commercial and entertainment uses with heavy pedestrian and vehicular traffic.

Relevant History

None

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; DP26 – Managing the impact of development on occupiers and neighbours; DP29 – Improving Access; DP30 – Shopfronts

Camden Planning Guidance 2011

Seven Dials Conservation Area Statement

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Assessment

Proposal

Permission is sought for:

- The replacement and installation of new retractable awnings bearing the *Leon de Bruxelles* logo with green and white stripes. The awnings will be made of traditional canvas hard wearing material. The size of the awnings will be the same as existing with the same mechanism to retract;
- Above the replacement awnings are new signs within the existing fascias. The individual letters are proposed to be internally illuminated in green (the internal illumination has not been specified);
- Two projecting signs to be positioned at the top of the pilasters and illuminated by a trough lights above. The projecting signs are proposed on the Shaftsbury Avenue and Cambridge Circus elevations and will be 2.6m above the pavement.

New vinyl signage will be located on the inside windows to replace the existing 'Med Kitchen' signage. Small signs are proposed on the shop windows and the existing bi-folding doors on the Cambridge Circus elevation and larger individual signs to be positioned within each of the picture windows of the Charring Cross Road and Shaftsbury Avenue elevations. As all these signs are internal they are considered as deemed consent under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Assessment

- The existing fascia area is retained and the proposed signage is located within each fascia between the cornices.
- The lettering is located directly onto the fascia and not as part of a 'box sign' and the number of of Leon de Bruxelles signs are limited to one per elevation. The maximum height of any of the lettering is 0.4m. The letters are proposed to be internally illuminated in neon. The applicant has stated that this is a very important element of the restaurant brand but has agreed that the illumination levels will be dimmed down to ensure that the appearance and character of the conservation area is preserved. The lettering is considered to be fairly small relative to the size of the shopfront and therefore overall is not considered to appear overly dominate. In order to control the intensity of illumination and colour a condition is to be imposed requesting a section through the lettering and details of levels of illumination.
- Only two projecting signs are proposed one on each of the Shaftsbury Avenue and Charing Cross Road elevations which will be positioned in the same location as the hanging signs for Med Kitchen;
- The signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design.
- The proposed tiles along the low stall risers are considered to integrate well and appear sympathetic to the existing shopfront and are therefore acceptable in principle. No details of the tiling have been submitted with the application and therefore a condition is proposed requiring details of materials and colour to be submitted and approved by the Council.

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: Grant planning permission

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