

<b>Delegated Report (Members' Briefing)</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		16/11/2011	
		N/A / attached		<b>Consultation Expiry Date:</b>		27/10/2011	
<b>Officer</b>				<b>Application Number(s)</b>			
Rob Tulloch				2011/4736/P 2011/4772/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
41-43 NEAL STREET LONDON WC2H 9PJ				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>							
(i) Alteration to existing retail (Class A1) shopfront. (ii) Display of internally illuminated fascia sign and internally illuminated projecting sign.							
<b>Recommendation(s):</b>		(i) Grant Planning Permission (ii) Grant Advertisement Consent					
<b>Application Type:</b>		(i) Full Planning Permission (ii) Advertisement Consent					
<b>Conditions:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	00	No. of responses	00	No. of objections	00
<b>Summary of consultation responses:</b>		Site notice 28/09/2011 Press advert 06/10/2011 No responses received					
<b>CAAC/Local group comments:</b>		<b>Covent Garden CAAC</b> have no comment <b>Covent Garden Community Association</b> object that the colour and illumination are out of keeping with the conservation area and would set a precedent, light pollution would harm the amenity of local residents. The size of the fascia is also out of proportion with the area.  Officer comment: See advert amenity section paras. 4.3 – 4.6					
<b>Site Description</b>							
The site is a four storey office building with a ground floor retail unit. It lies within the Seven Dials Conservation Area.							
<b>Relevant History</b>							
2005/1036/A Continued display of projecting box sign with internal illumination to letters only. Granted 06/05/2005							
2004/5373/A Display of internally illuminated individual letters and internally illuminated projecting sign. Part Granted/Part Refused 16/02/2005 (The projecting sign was refused because it was assumed to be fully internally illuminated. It was installed and shown that only the letters were illuminated and consent was granted for its continued display – 2005/1036/A)							

2004/5372/P Installation of a new shopfront in connection with shop refurbishment. Granted 16/02/2005

PSX0005074 The installation of a new shopfront. Granted 20/11/2000

ASX0005075 The display of a fascia sign and a projecting sign, both would be internally edge lit. Granted 20/11/2000

## **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**

### **1 Proposal**

1.1 The proposal is for alterations to the shopfront and new signage. The main issues are:

- design
- neighbour amenity
- advert considerations

### **2 Design**

2.1 The ground floor retail unit spans all of no. 41 Neal Street and part of 43. It features glazed double doors with large fanlight above and a large single shop window. The fascia is rendered, as is the left hand side of the shopfront which contains a small letterbox window.

2.2 It is proposed to erect an aluminium fascia to the shopfront and replace the letterbox window with a large shop window measuring 1220mm (w) x 3010mm (h). No changes are proposed to the remaining window, stallriser and doors.

2.3 Whilst many of the buildings in Neal Street date from the 17<sup>th</sup> and 18<sup>th</sup> Centuries, with 19<sup>th</sup> Century timber shopfronts, the application site is a later addition with a modern shopfront. The proposed changes are relatively minor and the addition of a window and separate fascia are considered to improve the overall design of the shopfront. This part of Neal Street is a mixture of old and new shopfronts and the retention of a modern design is not considered to adversely affect the building or street scene.

2.4 As such the proposal is not considered to harm the character or appearance of the host building or conservation area and would comply with policies CS14, DP24 and DP25 of the LDF and supplementary planning guidance.

### **3 Amenity**

3.1 The changes to the shopfront are not considered to harm the amenity of any adjoining occupiers.

### **4 Advert**

- 4.1 The proposed fascia would measure 860mm (h) x 8626mm (w), and be constructed in red powder coated aluminium with centrally positioned white acrylic text and logo measuring 2596mm (w) x 289mm (h). Only the graphics would be illuminated by internal LED units. The projecting sign would be at fascia level and measure 890mm (w) x 555mm (h). It would be constructed in the same materials as the fascia with the same method of illumination.
- 4.2 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.

#### Amenity

- 4.3 In assessing an advertisement's impact on amenity, the Local Planning Authority should have regard to its effect on the appearance of the building or on visual amenity in the immediate neighbourhood where it is to be displayed.
- 4.4 The host building is a later addition to Neal Street with a modern shopfront. The proposed fascia sign relates to the character, scale and features of the building, and at 800mm high it is not considered to be out of proportion to the shopfront. The projecting sign is also a standard size. The signage does not obscure any architectural features of the building and is considered acceptable in terms of proportions and design.
- 4.5 This section of Neal Street is characterised by shopfronts of various ages and designs in an array of colours, including the many listed buildings in the street, as such the proposal is considered to respect local context, and it is not considered that this proposal would set a precedent.
- 4.6 Only the text and logos of the proposed signage would be illuminated using internal LED's. This type of illumination is relatively low powered, and combined with the size of the text it is not considered that the proposal would harm the amenity of any adjoining occupiers in terms of light pollution. This type of illumination is common in conservation areas and is the same as the existing signage.

#### Public Safety

- 4.7 The location of the signage and method of illumination is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

### **5 Recommendation:**

Grant Planning Permission  
Grant Advertisement Consent

### **DISCLAIMER**

**Decision route to be decided by nominated members on Monday 31<sup>st</sup> October 2011.**

**For further information see**

<http://www.camden.gov.uk/ccm/navigation/environment/planning-and-built-environment/planning-applications/development-control-members-briefing/>