

Delegated Report		Analysis sheet		Expiry Date:		10/08/2010	
		N/A / attached		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
Carlos Martin				2010/3160/A			
Application Address				Drawing Numbers			
166A Shaftesbury Avenue London WC2H 8JB				Refer to draft decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of one externally illuminated projecting sign and one externally illuminated fascia sign on front (Shaftesbury Avenue) elevation.							
Recommendation(s):		Grant					
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: <small>*Please Specify</small>		None.					

Site Description
The application site is located on the corner of Shaftesbury Avenue and Mercer Street. The building is not listed however it is located within the Seven Dials (Covent Garden) Conservation Area. The building is identified in the conservation area statement as making a positive contribution to the character and appearance of the conservation area. The building is currently being occupied by the Chinese Church in London.
Relevant History
2004/3229/P (Granted 10/9/2004) – Alterations to existing church including formation of new entrance door within existing window opening on N.W elevation facing Shaftesbury Avenue and replacement of two windows.
2009/4711/A: Display of an internally illuminated projecting sign and non-illuminated fascia sign on front (Shaftesbury Avenue) elevation. Part granted/part refused.
<i>Reason for refusal:</i> The proposed internally illuminated projecting sign, by reason of its location, design, inappropriate materials

and method of illumination, would be overly dominant and would be harmful to the appearance of the host property and to the appearance of the street scene and character and appearance of the Seven Dials (Covent Garden) Conservation Area, contrary to policies B1 (General design principles), B4 (Shopfronts, advertisements and signs) and B7 (Conservation Areas) of the London Borough of Camden Replacement Unitary Development Plan 2006.

Relevant policies

Replacement Unitary Development Plan 2006

B1 (General design principles)

B4b (Shopfronts, advertisements and signs)

B7 (Conservation areas)

Camden Planning Guidance 2006

Seven Dials (Covent Garden) Conservation Area Statement

LDF Core Strategy and Development Policies

As the draft LDF Core Strategy and Development Policies documents have now been published, they are material planning considerations. However, as a matter of law, limited weight should be attached to them at this stage.

DP254 Securing high quality design

CS14 Promoting high quality places and conserving our heritage

DP25 Conserving Camden's Heritage

DP30 Shopfronts

Assessment

Advertisement consent is sought to display one externally illuminated projecting sign and one externally illuminated fascia sign on front (Shaftesbury Avenue) elevation.

Proposal description

1. The proposed fascia sign would consist of stainless steel lettering fixed directly onto brickwork above the ground floor windows fronting onto Shaftesbury Avenue and would read "Chinese Church of London, Soho Outreach Centre". This sign would be externally illuminated by two lamps fixed to the side of two wall piers.
2. The proposed projecting sign would consist of a polished wood panel with engraved Chinese characters and lettering and a black painted border and edge. It would be located in the corner of Shaftesbury Avenue and Mercer Street, at a height of 4.8m. The sign would be 0.35m wide by 1.8m high and would be externally illuminated by two lamps located above it.

Planning considerations

Applications for advertisement consent must be assessed in terms of their impact on amenity and public safety.

Amenity

The proposed steel lettering would be centrally positioned and set below the existing stone lettering. It is considered that the lettering would be of an appropriate design, position and size and would have no detrimental impact on the character and appearance of the building or the visual amenity of the Conservation Area. The steel lettering and its associated lamps would not result in any obstruction or damage to important architectural features of the building.

When compared to the previously refused application the proposed projecting sign has been reduced from 2.1m in height to 1.8m and the projection has been reduced from 0.5m to 0.4m. The sign has also been slightly lowered in its position on the building by 0.1m. It is now proposed to be a polished wooden panel as opposed to the previous stainless steel proposal. The sign is to be externally illuminated and appears in scale with the overall building and more sympathetic in its appearance. The projecting sign would not result in any obstruction or damage to important architectural features of the building and is not considered harmful to the character and appearance of the conservation area.

Public safety

It is not considered that the installation of stainless steel lettering on the building or the projecting sign will result in any adverse impact on the safety of drivers, cyclists or pedestrians using Shaftesbury Avenue or Mercer Street.

The proposed signs are not considered to have any adverse impact on the character and appearance of the building or the Seven Dials (Convent Garden) Conservation Area and are therefore recommended for approval.

Recommendation:

Grant

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