

DM/JS/P3874

28 April 2010

Director of Planning
London Borough of Camden
Town Hall
Argyle Street
London
WC1H 8ND

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Dear Sir/Madam,

41-44 Great Queen Street, London, WC2B 5AA
Planning Portal ref: PP-01040637

On behalf of our client, Itsu Ltd, please find enclosed an application for advertisement consent to retain the signage in place at their shop on the ground floor of the above address.

Enclosed is the following:

- Fully annotated Elevation drawing (1:50@A3/1:25@A1)
- Fully annotated Section drawing (1:50@A3/1:25@A1)
- 1:1250 Site Location Plan
- Photographs of the signage
- Completed Application Form
- Application Fee Cheque for £95.

Site Location

The property lies at the junction of Great Queen Street and Drury Lane. The host building is unlisted and is located within the Seven Dials (Covent Garden) Conservation Area and the Central London Area

The Proposal

Following enforcement correspondence, this application seeks to retain the existing signage scheme for the itsu shop at the ground floor of 41-44 Great Queen Street, including a wrap-around internally illuminated (letters only) fascia sign, two externally-illuminated hanging signs and four adhesive acrylic signs to the shop window areas.

Policy Context

Policy B1 sets out the Council's general design principles, with aspirations for high design standards. The signage scheme has been carefully designed to respect this focal corner building and the length of the fascia sign is considered to accord with the large retail unit, which fronts both Drury Lane and Great Queen Street.

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Policy B4 (B) states that the Council will not grant consent for advertisements and signs that it considers to cause harm to public safety, visual amenity and the character or appearance of conservation areas. Policy B7 indicates that the Council will only grant consent for development in a conservation area that preserves or enhances the special character or appearance of the area.

None of the signage is above fascia level and the level of illumination of the signage is not considered to detrimentally affect amenity. The projecting signs are externally illuminated, whilst the fascia sign has minor internal illumination which subtly illuminates the edges of the lettering only (in line with guidance with the Council's SPG) with the bulk of the fascia sign being non-illuminated.

Whilst the fascia sign is larger than other fascia signs in the vicinity, the host building is significantly greater in scale and bulk than the surrounding properties. The length of the fascia sign is not considered to be incongruous to either the host building, which is unlisted, or this part of the conservation area with the wide pedestrianised area immediately outside the premises on the Great Queen Street frontage and Drury Lane where there a number of wide fascia signs associated with the theatre uses.

Design & Access Statement

As an application for Advertisement Consent, a Design & Access Statement is not required, in accordance with provisions of the General Development Procedure Order (GDPO) as amended.

Summary

In summary, the proposed signage is not considered to be incongruous to either the host building or the Seven Dials conservation area, which is commercial in nature. None of the items of signage are above fascia level and the levels and type of illumination are consistent with advice on the Camden SPG.

We trust you have sufficient information to determine this application and we look forward to a swift and positive outcome. However should you require any further information or would like to arrange a site visit, please do not hesitate to contact us.

Yours faithfully



Jon Sheldon
Rolfe Judd Planning

D Haimes - Itsu Ltd.