

Delegated Report		Analysis sheet		Expiry Date:		14/05/2010	
		N/A / attached		Consultation Expiry Date:		03/05/2010	
Officer				Application Number(s)			
Hannah Parker				2010/0737/A 2010/0742/L			
Application Address				Drawing Numbers			
20 Cleveland Street London W1T 4JA				See Decision Notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of internally illuminated box sign x 1 and projecting sign x 1 on front elevation of Class A3 restaurant.							
Recommendation(s):		i) Refuse Advertisement Consent and Warning of Prosecution ii) Refuse and Warn of Enforcement Action to Listed Building Consent					
Application Type:		Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	13	No. of responses	05	No. of objections	05
				No. electronic	00		
Summary of consultation responses:		A site notice was displayed from the 09/04/2010 until the 30/04/2010. 5 objections were received a summary of the responses are detailed below: <ul style="list-style-type: none"> Object to internally illuminated box sign Unsuitable signage to be attached to a listed building and the conservation area Other signs in the street, which are very few are not lit on this stretch of the road and do not bother the residents at night Signs put up before without permission Illumination disturbance to upper floor flat Site notices displayed on incorrect side of street Issues with the running of the business Objectors have written separately to the Camden's Enforcement and Neighbour problem team 					
CAAC/Local groups* comments:		Councils Response: See Assessment No responses to date					

Site Description

The application site refers to a four storey Grade II listed terrace building in the Charlotte Street conservation area, dating from the late 18th century. The shopfront is at ground floor with residential above.

Relevant History

2010/1700/A & 2010/1703/L

20 Cleveland Street

Display of fascia sign and projecting sign on front elevation of ground floor cab office (Sui Generis)
Concurrent application currently under assessment.

EN09/0941: Unlawful display of signage which is the subject of this retrospective application.

EN10/0422: Change of use from A1 to A3

PS9604157 : Change of use from hospital consultancy office (B1) to restaurant (A3) and the provision of ducting system, as shown on ground floor, lower ground floor and rear elevation drawings. Refuse 11/02/1997

Relevant policies

Replacement Unitary Development Plan 2006

B4 - Shopfronts, advertisements and signs

B7A – Conservation Areas, Character and Appearance

B6 – Listed buildings

SD6 – Amenity for occupiers and neighbours

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.

DP30 Shop fronts

DP25 Conserving Camden's Heritage

DP26 Managing the impact of development on occupiers and neighbours

Assessment

Proposal: The erection of a fascia and a projecting sign and associated trough lighting

Main Considerations

- Impact on host building and the conservation area
- Neighbourhood Amenity

Impact on host building and the conservation area

Retention is sought of signage to the commercial unit at ground floor level.

Two aluminium fascia signs are proposed, and a projecting box sign. Interspersed among the larger plots along Cleveland Street are a number of small traditional retail-style commercial frontages which generally display discreet signage and advertising on traditional timber fascia. The aluminium panel and vinyl graphics at fascia level and the nature of the sign would introduce materials and a design approach which are considered to be out of keeping with the character of the host building. The signage detracts from the appearance of the host building creating an incongruous feature to the detriment of the character and appearance of this part of the Charlotte Street conservation area.

Illumination: Camden's planning guidance states that if illumination is proposed in a conservation area, it should be in the form of individually illuminated letters rather than spotlights, lanterns or backlighting. The externally illuminated fascia signage (lit from a 2500mm trough light) as erected and consistent with the submitted drawings detracts from the special interest of the listed building and is not acceptable. The application form sets out that the projecting sign would be internally lit although no details are provided to clarify this and the method of illumination was not apparent during a site visit. The bulky appearance and unsympathetic design of the projecting sign causes harm to the visual appearance of the conservation area and the special interest of the listed building and is unacceptable with or without illumination.

The proposal is therefore contrary to policies B1, B4, B6, B7 of UDP.

Painted timber signage would be more appropriate in this location. Internal illumination would not be considered appropriate on this building within the conservation area.

Public Safety

Given that the signage is static and is adequately placed 2.9 m above street level it is considered that the signage would have minimal negative impact upon highway safety; both in terms vehicular and pedestrian movements.

Recommend: Refuse Advertisement Consent and Warning of Prosecution

That the Head of Legal Services be instructed to prosecute under Section 224 (3) of the Town and Country Planning Act 1990 as amended and Regulation 30 of the Town and Country Planning (Control of Advertisements) Regulations 2007 in respect of the display of an internally illuminated advertisement sign and projecting sign at 20 Cleveland Street.

REASON WHY IT IS CONSIDERED EXPEDIENT TO PROSECUTE THE BREACH OF ADVERTISEMENT CONTROL:

The fascia and projecting sign, by reason of their method of illumination, materials and design is considered to be detrimental to the host building, street scene and does not preserve or enhance the character or appearance of the conservation area contrary to policies B1 (General Design Principles), B4 (Shop fronts, Advertisements and signs) and B7 (Conservation Areas) of the London Borough of Camden Replacement Unitary Development Plan (2006).

That the Head of Legal Services be instructed to issue a Listed Building Enforcement Notice under Section 38 of the Planning (Listed Buildings and Conservation Areas) Act 1990, to remove the unauthorised signage to the Listed Building and Officers be authorised in the event of non-compliance, to prosecute under Section 43 or other appropriate power and/or take direct action under Section 42 in order to secure the cessation of the breach of listed building control.

REASON WHY IT IS CONSIDERED EXPEDIENT TO ENFORCE AGAINST THE UNLAWFUL WORKS TO THE LISTED BUILDING

The fascia and projecting sign, by reason of their method of illumination, materials and design is considered to have a detrimental impact on the special architectural and historic interest of the listed building contrary to policy B6 (Listed Buildings) of the London Borough of Camden Replacement Unitary Development Plan (2006).

The Listed Building Enforcement Notice shall require that within a period of one calendar month of the Notice taking effect the signage and all associated fixings and fittings be removed and any damage caused by the installation and/or removal of the signage shall be made good.

Recommendation Refuse Advert Consent and Warning of Prosecution

Recommendation Refuse and Warn of Enforcement Action to Listed Building Consent

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