

Delegated Report		Analysis sheet		Expiry Date:		12/05/2010	
		N/A / attached		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
Fergus Freeney				2010/1226/A			
Application Address				Drawing Numbers			
6 Great Queen Street London WC2B 5DH				Please see decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of replacement signage comprising one externally-illuminated fascia sign, one internally-illuminated projecting sign and one internally illuminated menu board to front elevation of existing restaurant (Class A3)							
Recommendation(s):		Grant Advertisement Consent					
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>		Covent Garden Community Association: <i>no comment</i>					
Site Description							
The site is located on the north western side of Great Queen Street; it is a four storey building which comprises restaurant (A3 Use Class) at basement, ground and first floors with flats on the upper floors.							
The site is not listed but is within the Kingsway Conservation Area. The neighbouring building (No. 5 is Grade II listed).							
Relevant History							
P9602517 - Change of use from office to restaurant (A3 use) at basement, ground and 1st floor level and residential (C3 use) at 2nd and 3rd floor level to provide 1 x 3 bed maisonette. <i>Granted 12/3/1997</i>							
PS9804657R2 - The erection of a new shopfront. <i>Granted 9/11/1998</i>							
PSX0005382 - The retention of two ventilation flues and a shopfront. <i>Granted 26/04/2001</i>							

ASX0005401 - The retention of: (i) an externally illuminated fascia sign; (i) a projecting sign at first floor level and a painted sign between first and second floor levels. *Refused 26/04/2001*

Reason for refusal: The high level projecting sign and hand painted name sign by virtue of their size and siting detract from the character and appearance of the building and the Conservation Area.

Relevant policies

Replacement Unitary Development Plan 2006

SD6 Amenity for occupiers and neighbours

B1 General design principles

B4 Shopfronts, advertisements and signs

B7 Conservation Areas

Camden Planning Guidance 2006

Kingsway 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.

CS1 – Distribution of Growth

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

Assessment

Proposal:

Advertisement consent is sought for the display of three signs; one externally illuminated fascia sign, one internally illuminated projecting sign and one internally illuminated menu board.

The externally illuminated fascia sign would be 5706mm x 1035mm x 80mm and is to be externally illuminated from above with LED trough lighting to a luminance level of 250cd/m. The sign would be made of green painted aluminium with white acrylic lettering

The internally illuminated projecting sign would be 600mm x 600mm x 120mm and is to be internally illuminated with LEDs to a level of 250cd/m. The sign would be made of red painted aluminium with illuminated white acrylic lettering.

The internally illuminated menu board would be 360mm x 750mm x 20mm and is to be illuminated with LED strips down the vertical edges of the frame, to a level of 250cd/m. The sign would be made of green painted aluminium and glass.

Assessment:

London Borough of Camden UDP 2006 advises that advertisements need to respect the predominant character of the neighbourhood. This is reiterated in Camden's Planning Guidance which states that signs should integrate with form, fabric design and scale of the host building/setting.

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.

The externally illuminated fascia sign is proposed to replace an existing externally illuminated fascia sign. The dimensions, method of illumination and colours would be almost identical with the exception of some alterations to the lettering.

The internally illuminated projecting sign would be located over the main entrance of the restaurant. An existing hanging sign on the opposite side of the shopfront would be removed as part of the proposal.

These signs are considered to be appropriate in size and shape to the scale of the building and the nature of the surrounding area. It is considered that the proposed signage integrates with the form, fabric, design and scale of the host building; it replaces signage of very similar dimensions, colour and method of illumination and is therefore considered to preserve the character and appearance of the conservation area and not harm the setting of the neighbouring listed building. In addition, the colours of the proposed signs are considered to be appropriate. Moreover, the luminance levels are within the permitted levels outlined paragraph 2 (1) (a) of part 2 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (which states that the permitted levels of luminance where the illuminated area is not more than 10m² is 600 candela per square metre).

The internally illuminated menu board would be located within the entrance recess, due to its unobtrusive location and minimal scale it is not considered to have detrimental impact on the host building or wider conservation area.

As the proposed signage is similar in appearance to the existing, with unobtrusive lighting, it is not considered that the proposals would raise significant highway or community safety concerns (in terms of obstructing traffic signs or distracting drivers for example), nor the amenity of neighbours.

Recommendation: Grant Advertisement Consent.

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