

Delegated Report		Analysis sheet		Expiry Date:		27/11/2009	
		N/A / attached		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
Jasmine Hancock				2009/4711/A			
Application Address				Drawing Numbers			
166A Shaftesbury Avenue London WC2H 8JB				See decision notice.			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Display of an internally illuminated projecting sign and non-illuminated fascia sign on front (Shaftesbury Avenue) elevation.							
Recommendation(s):		(i) Part grant non-illuminated fascia sign (ii) Part refuse internally illuminated projecting sign					
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:		None relevant.					
CAAC/Local groups* comments: <small>*Please Specify</small>		The Covent Garden Community Association objects on the following grounds – “The sign is too large and illumination is inappropriate for a Conservation Area”.					

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

2007/0222/INVALID (Withdrawn 8/1/2008) – Display of an externally illuminated projecting sign.

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.

2004/2010/P (Withdrawn 19/7/2009) – Alterations to existing Church including formation of a new front entrance and removal of front boundary railings to Shaftesbury Avenue.

Relevant policies

Planning Policy Guidance 19: Outdoor Advertisement Control 1992

London Borough of Camden Replacement UDP 2006

SD1 (Quality of life)

B1 (General design principles)

B4b (Shopfronts, advertisements and signs)

B7 (Conservation areas)

Camden Planning Guidance 2006

Seven Dials (Covent Garden) Conservation Area Statement

Assessment

Proposal

The applicant is seeking advertisement consent for the following:

- 1 non-illuminated brush stainless steel lettering fixed directly onto brickwork above the ground floor windows fronting onto Shaftesbury Avenue
- 1 projecting box sign with the internal illumination of individual lettering at first floor level fronting onto Shaftesbury Avenue

Assessment

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

Amenity

Advertisement consent is sought for the display of two new signs on the Shaftesbury Avenue elevation of the Church building.

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 would not result in any obstruction or damage to important architectural features of the building.

The proposed internally illuminated projecting sign would be narrow in width but would extend 2m in length. It would be considered overly large in terms of its length and highly visible given its position at a high level adjacent to the main Church entrance. It would be constructed using aluminium that is not considered a sympathetic material in relation to the host building. The projecting sign would involve the internal illumination of individual lettering which is generally unacceptable in a Conservation Area. However it is not considered an appropriate form of signage for a Church building which is identified as making a positive contribution to the character and appearance of the conservation area. The projecting sign by virtue of its design, position, size, materials and internal illumination would be overly prominent and harmful to the character and appearance of the building and the Conservation Area.

Public Safety

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

Conclusion

The proposed non-illuminated steel lettering is not considered to have any adverse impact on the character and appearance of the building or the Seven Dials (Convent Garden) Conservation Area and is therefore recommended for approval.

The proposed projecting sign by virtue of its inappropriate position, design, size, materials and internal illumination is considered harmful to the character and appearance of the building and the Seven Dials (Covent Garden) Conservation Area and is therefore recommended for refusal.

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