

Delegated Report		Analysis sheet		Expiry Date:		05/02/2008	
		N/A / attached		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
Miss Kiran Chauhan				2007/6249/A			
Application Address				Drawing Numbers			
49 - 51 Farringdon Road London EC1M 3JP				See decision.			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Continued display of externally illuminated fascia sign to dental practice.							
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:							
CAAC/Local groups* comments: *Please Specify							

Site Description

5 storey building on west side of Farringdon Road. The ground floor has just been fitted out to be used as a dental practice in association with the implementation of the 2006 permission referred to below. The site lies within the Central London Area, the Hatton Garden Conservation Area and the Hatton Garden Local Area.

Relevant History

2007/0943/P – PP granted for alterations to shopfront in connection with existing dental practice.
2006/4256/P – PP granted for the change of use of ground floor from office use to use as a dental surgery.

At 65 Farringdon Road

8880044 – Advert consent granted in 1988 for the display of an internally illuminated fascia sign measuring 12' 4" x 20" to read "The Guardian".

Relevant policies

B1, B4, B7
Camden Planning Guidance
Hatton Garden CAS

Assessment

The proposal is for the continued display of externally illuminated signage in the form of a trough light.

The main issues are visual amenity and public safety.

Visual amenity

The shopfront signs across this stretch of buildings are either non-illuminated or comprise of externally illuminated signage in the form of spotlights. The only exception is a large internally illuminated box sign at No. 65. No record for this specific signage exists but it appears that it has replaced a similar internally illuminated fascia sign which was granted in 1988. Policy B4 and the Camden Planning Guidance seek to resist internally illuminated signage in CA's and state that where illumination is proposed in a CA it should be in the form of individually illuminated letters rather than spotlights, lanterns or backlighting. Other forms of advertising will be considered acceptable where it does not cause harm. Trough lighting is not specifically resisted in the guidance and, given that there is no consistent form of illumination to these buildings, it is not considered that the trough lighting would cause significant harm to warrant refusal. The trough lighting is also considered appropriate for the modern shopfront which has just been installed. The trough light is semi-circular and thus the light will spill out both onto the fascia and onto the street below and not facing or up into any residential windows.

Public safety

No harm can be demonstrated on public safety grounds or on grounds of residential amenity.

Recommendation: Grant.

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