

Delegated Report		Analysis sheet		Expiry Date:		07/11/2007	
		N/A / attached		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
Conor McDonagh				2007/4529/A			
Application Address				Drawing Numbers			
5 Earlham Street London WC2H 9LL				Site Location Plan C407.2; C407; E101; C407.1			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of externally illuminated projecting sign to shop.							
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>	N/A						

Site Description

The site is occupied by a four storey mid terrace building located to the north side of Earlham Street. The ground floor is occupied by an A1 retail outlet selling clothing. There is an existing turbo light fascia sign but no projecting signage.

This street is within the Seven Dials Conservation Area. The buildings are not listed.

Relevant History

2004/5487/A Display of halo-illuminated mild steel fascia signs and a projecting sign with letters only internal illumination. **Granted** 09/02/2005.

2004/5486/P Replacement of existing shopfront with new shopfront. **Refused** 09/02/2005.

The proposed shopfront by reason of its inappropriate design would be detrimental to the Earlham Street streetscape and the Seven Dials Conservation Area because of the loss of existing original shopfront features such as the door to number 5 Earlham Street and the transom to both shopfronts, and the introduction of inconsistent features such as the irregular fenestration pattern.

Relevant policies

Set out below are the UDP policies that the proposals have primarily been assessed against, together with officers' view as to whether or not each policy listed has been complied with. However it should be noted that recommendations are based on assessment of the proposals against the development plan taken as a whole together with other material considerations.

London Borough of Camden Replacement UDP adopted June 2006

B4 - Shopfronts, advertisements and signs

B7 – Conservation Areas, Character and Appearance

Camden Planning Guidance 2006

Seven Dials Conservation Area Guidance

Assessment

Overview

This application is for the display of an externally illuminated projecting sign.

The projecting sign projects by 500 mm and is 740 mm high. It is 2.6 metres above ground level and attached to the console bracket at the fascia sign level. The sign would be wire glass with internal black vinyl and brass lettering attached at the foot.

Visual Amenity

The projecting sign is acceptably located at fascia level and also integrates appropriately with the form, fabric, design and scale of the host building. It is constructed from materials that are robust and sympathetic to the host building. Given the highly commercial nature of this Central London Area, then the advertisement is in keeping the character of the Seven Dials Conservation Area. As the building is within a conservation area the signage has been designed to a high standard with a good level of detail in that the lettering is of an appropriate scale and size and does not dominate the appearance of the building. The signage is therefore considered to preserve the character and appearance of the conservation area.

Public Safety

Given that the signage is static and is adequately placed 2.6 metres above street level it is considered not to have any negative impact upon highway safety for pedestrian movements.

Advertisement consent should be **approved**.