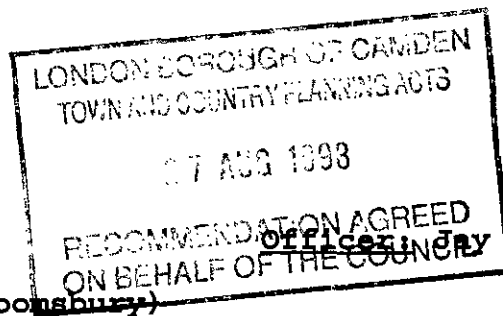


Ward: Bloomsbury



Covent Garden Con Area (Bloomsbury)

Grade II Listed Building

Address : 35 Earlham Street, Thomas Neal's Building WC2

Type of application : Listed Building Consent

Date of Application : 21/04/1998

Application Number: LS9804458 Case File: P14/55/A

Proposal :

The display of an internally illuminated fascia sign and one internally illuminated projecting box sign, as shown by one un-numbered drawing.

RECOMMENDATION SUMMARY : Refuse Listed Building Consent

Type of application : Advertisement Consent

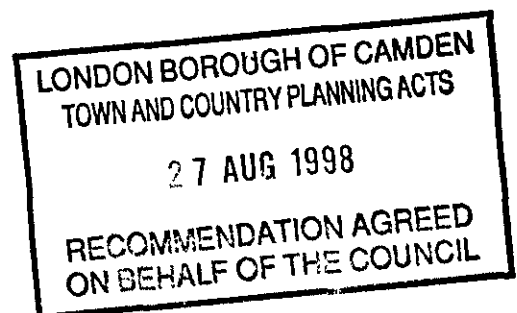
Date of Application : 21/04/1998

Application Number: AS9804459 Case File: CA2003//

RECOMMENDATION SUMMARY : Refuse Advertisement consent

Applicant
Marcello Alessi
35 Earlham Street
London
WC2H 9LD

Agent



OFFICER'S REPORT

1. SITE

- 1.1. Thomas Neal's is a listed warehouse building in the Covent Garden Conservation Area. At the lower levels there are many small retail and restaurant units. This unit is a bar/restaurant in the basement.

2. PROPOSAL

- 2.1. The proposal is for the display of an internally illuminated fascia sign and one internally illuminated projecting sign. The illumination is restricted to the name of the company "detroit" in turquoise and three orange dots. The rest of the fascia sign would be a timber frame, with a section of stainless steel. The proposed sign would be set within the window frame space above the door, unlike the existing unauthorised sign which is fitted over part of the brickwork of the arch.

3. RELEVANT HISTORY

- 3.1. 12.5.1995 - Planning permission and listed building consent granted for retention of alterations to the entrance area comprising new doors and stained glazing to the fanlight.
- 3.2. 11.4.1996 - advert and listed building consent granted for six externally illuminated projecting signs in place of the existing smaller oval shaped signs at a higher level. This scheme for the Earlham Street elevation of Thomas Neal's has not yet been implemented.
- 3.3. The existing externally illuminated fascia sign was put up without advert consent or listed building consent. This is not the sign for which listed building and advert consent is being sought.
- 3.4. In addition to the fascia board which has been put up without listed building or advert consent, there is also an unauthorised illuminated menu box, illuminated street number and associated wiring

4. RELEVANT POLICIES

Covent Garden Action Area Plan

- 4.1. B14.11.3 (3) Isolated shop fronts - new shopfronts should normally respect the scale, character and materials of the building of which it forms a part.

Draft UDP:

- 4.2. **The Inspector's report** on the Public Local Inquiry into objections to the Deposit Draft Unitary Development Plan was published in January 1997. The Council's Environment Committee formally considered the report's findings and the Council's response at a special meeting on April 29th 1998. The Committee agreed a draft Statement of Decisions on most of the Inspector's recommendations and a Committee on June 2nd dealt with matters relating to the Inspector's chapter on the Central London Area. Proposed modifications and the Statement of Decisions were placed on deposit on June 10th for a statutory consultation period of six weeks.

The Council's formal response to the Inspector's report constitutes a material planning consideration to be taken into account alongside the Council's draft UDP policies, the Inspector's report and the policies contained within the statutory Borough Plan.

- 4.3. EN43 - preservation of listed buildings,
EN33 - conservation areas,
EN64 - Advertisements - resist internally illuminated fascia and box signs.
SPG para 9.7, 12.1

Seven Dials Conservation Area Statement (SPG)

- 4.4. para 8.3 - recognises that signage of inappropriate size, proportions and materials can harm the character and appearance of the area.
para 10.33 - signage should be non-illuminated or externally illuminated.

Seven Dials Renaissance handbook (referred to in above)

- 4.5. Page 67 - signs would best be kept as simple as possible to harmonize with the architecture.

5. CONSULTATIONS

Bloomsbury Conservation Area Advisory Committee Comments

- 5.1. The Committee considered that the proposed **projecting sign** was not acceptable as a replacement for the existing sign which is traditional, of a more appropriate style and is of the standard pattern for the building.

In addition, the **internally illuminated fascia** is not considered acceptable for this prominent listed building.

Covent Garden Community Association

- 5.2. The signs are considered inappropriate in a conservation area and on a listed building, detract from the fine listed Victorian warehouse. Will detract from the Seven Dials Monument. Applicant should refer to the Seven Dials renaissance handbook.

Adjoining Occupiers

- 5.3. Number Notified 00
Replies Received 00
Objections 00
In support 00

- 5.4. A site notice was displayed. No comments received.

6. ASSESSMENT

Internally illuminated Projecting box sign

- 6.1. Most of the shops and premises in Thomas Neal's have high level projecting hanging signs with external illumination, almost all of the same standard oval design. An alternative pattern of projecting signs for the whole of Earlham street has been approved (1996), but not implemented. Meanwhile, it is considered that the oval pattern should be continued, until all the signs are changed over. Officers consider therefore that the internally illuminated projecting box signs are inappropriate for this listed building, as set out Draft UDP policy EN64 and in the Supplementary Planning Guidance for adverts. Officers are concerned that uniformity should be maintained and the facade of the listed building should not become too cluttered.
- 6.2. Furthermore, the proposed projecting sign takes a box form to allow for internal illumination. As a result the sign is too bulky and large for a listed building, and would cause a negative precedent for similar undesirable developments. It is therefore recommended that advert and listed building consent be refused for this sign.

Internally illuminated fascia sign

- 6.3. The proposed fascia sign is also considered unsuitable for this doorway on the listed building. The sign appears to be well designed, but internal illumination would normally be unacceptable for signs on a listed building, or in a conservation area, even the limited illumination proposed on this fascia sign. It could be said that the new fascia would

be more sensitive to the character of the listed building than the existing unauthorised sign. The conservation officers have given very careful consideration to the matter of allowing some internal illumination, in the view of the objections from the BCAAC and the CGCA. They conclude that the proposed sign would not be acceptable and it is therefore recommended that advert and listed building consent be refused for both proposed signs.

The unauthorised existing externally illuminated fascia sign above the door

- 6.4. This sign was erected without either listed building consent or advertisement consent. Its presence was brought to the Council's attention in February 1997 and the Council has been seeking to resolve the matter since then. The listed building consent granted in May 1995 for stained glazing to the fanlight was implemented prior to consent being granted and may well still be behind the unauthorised panel. It is recommended that enforcement action be taken to secure the removal of the externally illuminated sign.

7. LEGAL COMMENTS

- 7.1. Section 72 of the Listed Buildings and Conservation Areas Act 1990 requires that in considering whether to give consent to the advertisement the Council must pay special attention to the desirability of preserving or enhancing the character or appearance of the area. In considering whether to grant listed building consent the Council is required to have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

8. RECOMMENDATION

Recommendations A. and B. Refuse listed building consent and advertisement consent for the display of an internally illuminated fascia sign and the display of an internally illuminated projecting box sign.

Reasons for Refusal

1. It is considered that the proposed internally illuminated projecting box sign, together with the proposed internally illuminated fascia sign, would be harmful to the appearance and character of the listed building and the conservation area.
2. The proposed projecting sign would be at variance to the standard externally illuminated oval and bracket design used on the building at present and would create a cluttered facade, thereby harming the uniformity of the listed building.

Recommendation C. That the Borough Solicitor be instructed to issue a listed building Enforcement Notice under Section 38 of the Planning (Listed Buildings and Conservation Areas) Act 1990 and in the event of non compliance with the Notice to commence proceedings under Section 42 of the Act.

The Listed Building Enforcement Notice shall allege the following breaches of control :-

a) The display of an externally illuminated advert in front of the fanlight and the recessed brickwork under the arched doorway.

b) The display of an illuminated menu box and street number and associated wiring to the right of the entrance.

The Notice shall require, within a period of two months from the date of the Notice taking effect:

(a) The removal of the externally illuminated advert, located under the arched doorway covering the fanlight and the recessed brickwork, from the elevation of the building and the brickwork made good.

(b) The fanlight space above the door shall be restored to either

(i) The stained glazing to the fanlight granted listed building consent on 12.5.1995, or

(ii) a panelled glazed fanlight to match those above the adjoining doorways in both detailed design and section.

(c) The spotlight shall be removed and the brickwork made good.

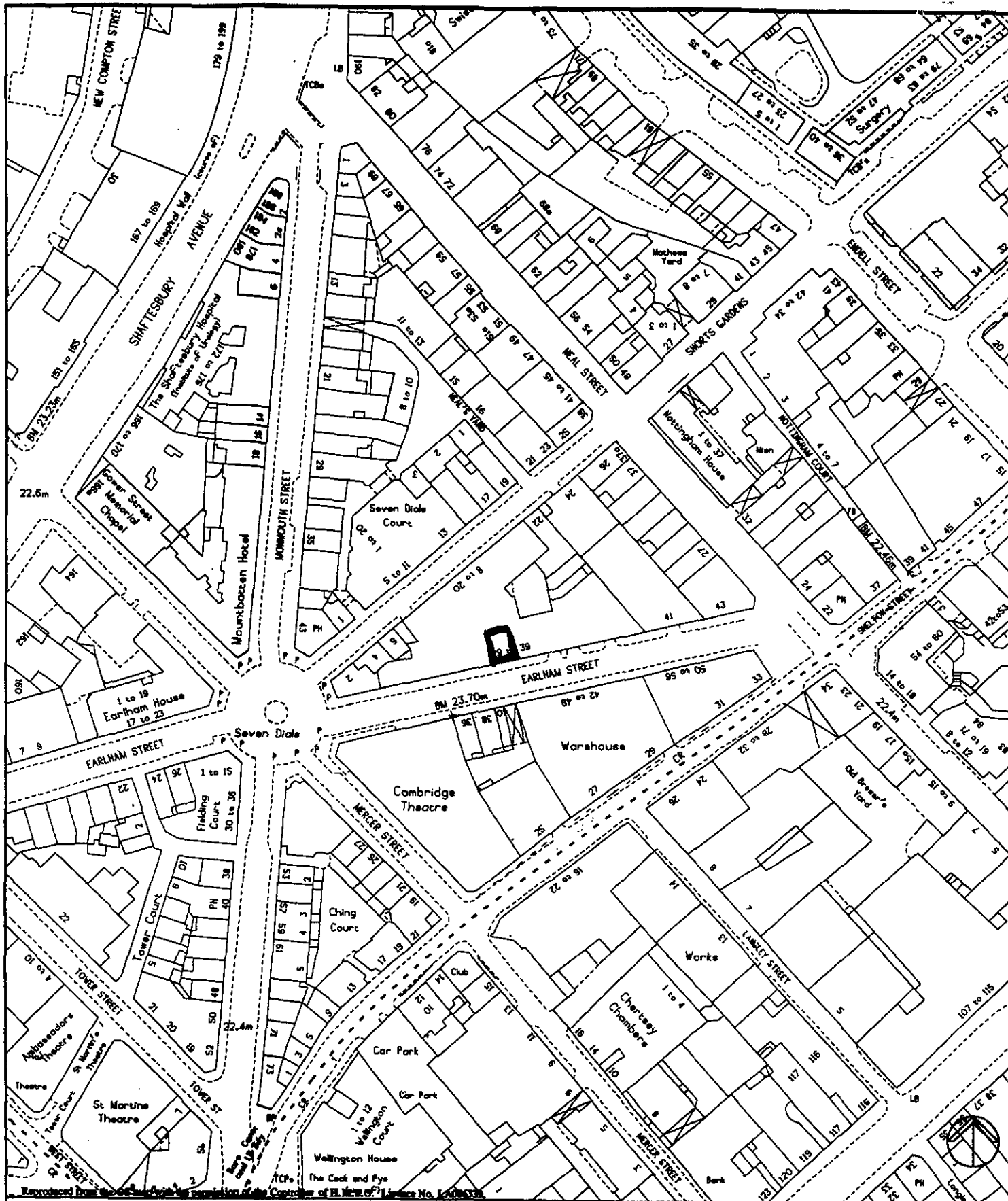
(d) The illuminated menu box and street number and the associated wiring to the right of the entrance shall be removed and the brickwork made good.

The Notice shall be issued for the following reasons :-

1. The continued display of the externally illuminated fascia sign, menu box and street number is considered unacceptable on this Grade II Listed large building as the character, appearance and location of the sign and other items are considered to be inappropriate and harmful to the appearance and special historic character of this listed building and their retention would thus be contrary to Draft UDP Policy EN43 in the emerging Unitary Development Plan.

2. It is considered that existing externally illuminated fascia sign above the door creates a discordant element above the doorway, in contrast to the adjoining doors which still have the original style fanlights.

Recommendation D. That the Borough Solicitor be authorised to prosecute under Section 224(3) of the 1990 Town and Country Planning Act, and Regulation 27 of the Control of Advertisement Regulations 1992 in respect of the unauthorised display of the externally illuminated fascia sign, street number and menu box



London Borough of Camden

Environment Department

Town Hall Extension

Argyle Street Entrance

London WC1H 8EQ

35 EARLAM STREET

Dates: 21-May-1998

End of Report

7a/12