

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		03/11/2006	
				<b>Consultation Expiry Date:</b>			
<b>Officer</b>				<b>Application Number(s)</b>			
Jenny Fisher				2006/3810/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
27-29 Endell Street London WC2H 9BA							
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>		<b>Date:</b>		
<b>Proposal(s)</b>							
Display of internally illuminated halo-lit (letters only) fascia sign.							
<b>Recommendation(s):</b>		Refuse advertisement consent					
<b>Application Type:</b>		Advertisement Consent					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	00	No. of responses	00	No. of objections	00
<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>		<u>Covent Garden CAAC</u>  No comment re: advertisement  <u>Covent Garden Community Assoc.</u>  Additional lighting causes more disturbance to residential					
<b>Site Description</b>							
Restaurant/ club on the south side of Endell Street facing the 'T' junction where Endell Street and Betterton Street meet. The Cross Keys public house (No. 31) is grade II listed. Within the Seven Dials (Covent Garden) Conservation Area. The upper floors are in residential use							
<b>Relevant History</b>							
None							

## 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.

Replacement UDP SD6; B1; B4B; B7

SPG 2.9.26 illuminated signs; Consultation Draft SPG - light

Seven Dials (Covent Garden) C.A.Statement

## Assessment

### Proposed

Text would replace existing signage and letters would be smaller and sign located at a greater height. The application is associated with another submitted for planning permission to erect a canopy over the entrance. The canopy (separate application) is considered unacceptable and refusal is recommended for the following reasons:

- a) would result in visual clutter
- b) supports fixed to the pavement would create a hazard to pedestrians

The new sign would comprise solid faced letters with internal neon tubes with clear perspex back panels that would provide halo illumination for each letter.

The sign would be acceptable in terms of public safety, but the means of illumination would mean that light would shine directly into the windows of the residential flat at first floor level. This would be intrusive and lead to a significant loss of amenity for the occupier of the flat.

### **Disclaimer**

***This is an internet copy for information purposes. If you require a copy of the signed original please contact the Culture and Environment Department on (020) 7974 5613***