

Delegated Report		Analysis sheet		Expiry Date:		06/10/2006	
		N/A / attached		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
Stuart Minty				2006/3209/A			
Application Address				Drawing Numbers			
170 Drury Lane London WC2B 5QA				Refer to Draft Decision Notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		Date:		
Proposal(s)							
Display of externally illuminated fascia and projecting signs for the new betting office (Class A2).							
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
Summary of consultation responses:		No representations have been received					
CAAC/Local groups* comments: *Please Specify		None Consulted					

Site Description

The application site relates to the ground floor of a property on the northern side of Drury Lane. The ground floor has a lawful use as a printing shop (Class A1) and at the time of the officers site visit was vacant. The site lies within Covent Garden and the Central London Area, it is in an archaeological priority area and is within the Seven Dials (Convent Garden) Conservation Area.

Relevant History

9200660 - Change of use from ticket/travel agent to restaurant – Refused (29/10/1992) and Dismissed on Appeal (29/07/1993)

2006/1659/P - Change of use of ground floor from retail use (Class A1) to financial/professional services use (Class A2) and installation of a new shopfront – Approved (05/07/2006)

2006/3207/P - Replacement of existing shopfront of the new betting office (Class A2), involving new doors to plant room, recessed entrance doors and new roller shutter – Withdrawn (05/10/2006)

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.

Camden Replacement Unitary Development Plan 2006

S1-S3 – Sustainable development

SD1 – Quality of life

B1 – General design principles

B4 – Shopfronts, advertisements and signs

B7 – Conservation Areas

- SPG (July 2002) - Para 3.6 (Advertisements)
- Camden Planning Guidance (Consultation Draft 2006) – P5 (Advertisements and Signs), P49 (Conservation Areas)

Assessment

The application should be read in conjunction with previous planning approval Ref: 2006/1659/P, which attained consent for the change of use of ground floor from retail use (Class A1) to financial/professional services use (Class A2) and the installation of a new shopfront. The scheme was approved on 05/07/2006.

Following this, a revised application was submitted for shopfront alterations including the installation of new louvred doors to facilitate a plant room and roller shutters. This application was formerly withdrawn by the applicant following concerns raised by officers with relation to the design and location of the louvres and the shutters.

The current application proposes to display the following advertisements: -

- 1.No externally illuminated fascia sign
- 1.No externally illuminated projecting/hanging signage.

The fascia sign would be located centrally within the existing fascia board, measuring W: 2570mm, H: 600, D: 100mm. The signage would display the name of the bookmaker 'William Hill', and would have a blue background, red circular outline with yellow and white logo writing. The signage would be externally illuminated by an aluminium back tray with internal florescent illumination.

The projecting signage would be located on the east side of the front elevation, on the side nearest 169 Drury Lane. The signage would be W: 880mm, H: 590mm, D: 120mm. The projecting sign would also be externally illuminated and would be attached via a 1007mm projecting element.

The proposed fascia signage would be located at existing fascia level, consistent with that of adjoining occupiers. The fascia signage would be located centrally and would be of a modest size and scale. The use of external illumination is considered acceptable given the sites location in a Conservation Area.

The proposed hanging projecting sign is considered acceptable in terms of its size, design and location consistent with fascia level. Like the fascia sign, the use of external illumination is considered acceptable given the sites location in a Conservation Area.

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