

Delegated Report			Expiry Date:	19/09/2014
Officer		Application Number(s)		
Obote Hope		2014/4837A		
Application Address		Application Type		
Amplefield 42 Neal Street London WC2H 9PS		Advertisement Consent		
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s)	
			Grant Advertisement Consent	
Proposal(s)				
The display of 1 x internally illuminated fascia sign and 1 x non-illuminated hanging sign to the front elevation.				
Consultations				
Summary of consultation responses:		n/a		
Site Description				
The retail unit on the ground floor of a 6-storey building (upper floor residential). It is located with Covent Garden Conservation Area (Seven Dials) at the junction of Shorts Garden and Neal Street.				
Relevant History				
<p>2003/1406/A – Advertisement consent granted on 16/10/2003 for: Display of externally illuminated projecting sign and internally illuminated fascia sign (individually lit letters).</p> <p>2003/1384/P – Planning permission granted 17/10/2003 for: Alterations to shopfront.</p>				
Relevant policies				
LDF Core Strategy and Development Policies				
<p>CS5 – Managing the impact of growth</p> <p>CS14 – Promoting high quality places and conserving our heritage</p> <p>DP24 – Securing high quality design</p> <p>DP26 – Managing the impact of development on occupiers and neighbours</p>				
<p>Camden Planning Guidance 2013 Section 8 (p 71 – 73)</p> <p>Seven dial Conservation Area Statement 1999 (SD19 Page 28)</p>				
<p>Town and Country Planning (Control of Advertisements) (England) Regulations 2007</p> <p>Camden Planning Guidance 2011 (as amended)</p>				

Assessment

1.0 Background

1.1 Advertisement consent is sought for the display of 2 x external signs, and the display of an internal Multi-screen video wall.

1.2 Display of 1 x internally illuminated fascia sign - The proposed sign would be internally illuminated, and would be displayed approximately 2.1m from ground to base, project approximately 0.1m from the face of the building, the proposed lettering would be a maximum of 0.05m and have a dimension of 0.5m (height) x 1.6m (width) x 0.06m (depth). The proposed sign would be constructed using Aluminium letters with Opal Acrylic back halo from internal LEDs. It's unsure as to what the illumination levels are as the detail is not listed on the application form.

1.3 Display of 1 x non illuminated hanging sign - The 2nd sign would be a hanging sign would be non-illuminated the sign would be approximately 0.4m (height) x 0.6m (width) x 0.08m (depth). The proposed sign would be 2.1m from ground to base and would project approximately, 0.6m from the face of the building. The proposed sign would have individual letters with a maximum height of 0.12m on a white text on black background and constructed using black diabond.

1.4 The proposed multi-coloured screen video wall would be internal, set behind the shopfront, benefiting from deemed consent.

1.5 The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications. The Council also has to take account of the impact of the signage in conservation areas. The Seven Dials Conservation Area Statement stipulates that "Internally illuminated box signs are unacceptable and generally signage should be non-illuminated or externally".

1.6 It is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers. There are a number of similar advertisements along Neal Street for fascia and projecting signs with illumination which have been recently approved. The proposed signage will be 'halo illuminated' so as to reduce the impact of the advertisement on the conservation area.

2.0 Visual Amenity

2.1 It is considered that the signs would not be unduly obtrusive to the townscape nor result in visual clutter within the Seven Dials Conservation area. The proposed signage would not result in the disturbance of residents or occupiers. Therefore the signs would be acceptable and would comply with planning policies DP 26 and CS14 of the LDF.

3.0 Recommendation:

3.1 The proposed adverts are in general compliance with policies CS14, and DP24 of the Local Development Framework the application is therefore recommended for approval.