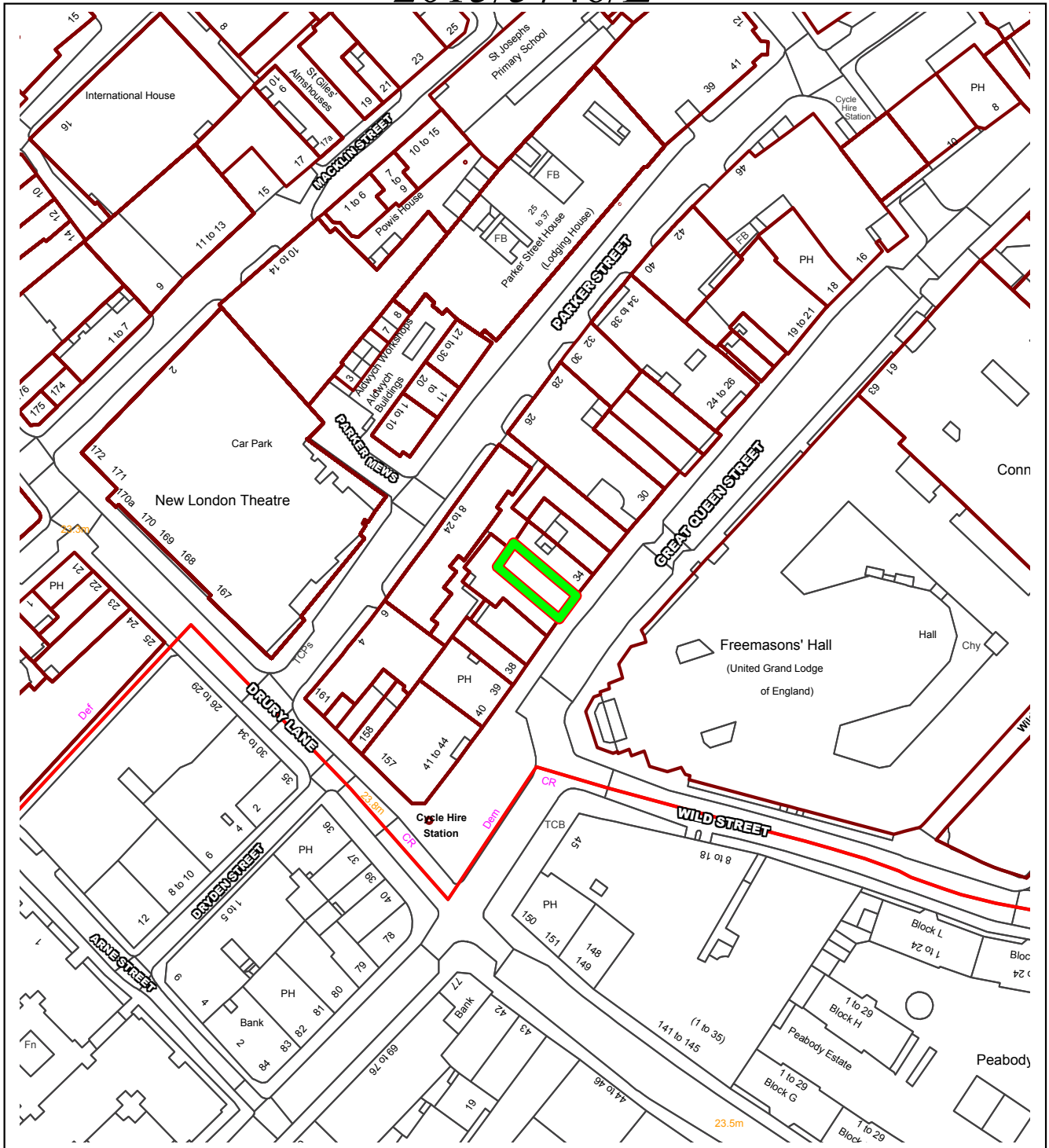


# 35 Great Queen Street 2015/5744/A & 2015/5746/L



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Photo 1: Existing shopfront



Photo 2: Surrounding terrace



Photo 3: Existing shopfront





Photo 4: First and second floor of host building



Photo 5: Front elevation of host building

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		<b>04/12/2015</b>	
<b>(Members Briefing)</b>		N/A / attached		<b>Consultation Expiry Date:</b>		27/11/2015	
<b>Officer</b>				<b>Application Number(s)</b>			
Laura Hazelton				(i) 2015/5746/L (ii) 2015/5744/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
35 Great Queen Street London WC2B 5AA				Please refer to draft decision notices			
<b>PO 3/4</b>		<b>Area Team Signature</b>		<b>C&amp;UD</b>		<b>Authorised Officer Signature</b>	
<b>Proposal(s)</b>							
Installation of 1 x externally illuminated fascia sign and replacement awning							
<b>Recommendation(s):</b>		(i) Grant Listed Building Consent (ii) Grant Advertisement Consent					
<b>Application Types:</b>		(i) Listed Building Consent (ii) Advertisement Consent					

<b>Conditions or Reasons for Refusal:</b>	<b>Refer to Draft Decision Notices</b>					
<b>Informatives:</b>						
<b>Consultations</b>						
<b>Adjoining Occupiers:</b>	No. notified	<b>00</b>	No. of responses	<b>00</b>	No. of objections	<b>00</b>
			No. Electronic	<b>00</b>		
<b>Summary of consultation responses:</b>	<p>A site notice was displayed between 28/10/2015 to 18/11/2015, and the application was advertised in the local press between 29/10/2015 and 19/11/2015.</p> <p>English Heritage have authorised Camden to determine the application as they think fit. The Secretary of State has said that he does not require the application to be submitted to him.</p> <p>No response has been received from the site notice.</p>					
<b>CAAC/Local groups* comments:</b> *Please Specify	<p>No response has been received from the Covent Garden Conservation Area Advisory Committee (CAAC).</p> <p>The Covent Garden Community Association has submitted the following comments:</p> <p>“The CGCA has no objection to replacing the awning. However, the proposed awning is too deep, as it extends too far over the public highway, creating the impression that the premise extends further than it does. Other shopfronts on this side of Great Queen Street, including the shopfront next door at No. 34, have awnings that are not as deep. Further, by extending the awning so far over the public highway, it gives the impression that the area under the awning is suitable for an excessive number of tables and chairs, as indicated on the applicant’s drawings. As shown in the applicant’s drawing, the tables and chairs would not comply with Camden’s policies because they do not leave the required minimum width on the public highway. Any proposals for tables and chairs must come in a separate application.”</p> <p><b>Officer Response</b></p> <p>The proposal includes the renovation and re-use of the existing canopy mechanism. The canopy fabric would be replaced but otherwise the canopy will be the same size and manual mechanism as the existing arrangement. The canopy is therefore not considered to cause any increased harm to the character or appearance of the host building than the current arrangement.</p> <p>The proposal does not include tables and chairs and these are not shown on the proposed drawings upon which the application would be approved. The installation of tables and chairs would require a separate license, and any decision notice granting approval would include an informative to emphasise this.</p>					

## Site Description

No 35 Great Queen Street is one of a terrace of three Grade II\* Listed Buildings located within the Seven Dials Conservation Area. They were constructed in 1710 and built of brown brick with red brick cornices below parapets. The houses are of 3 storeys with attics and have C20 shopfronts at ground floor level. Each building is 3 windows wide, and the flush frame windows have red brick dressings and segmental arches. The interiors retain good panelling and original staircases.

The host building is located on the north west side of Great Queen Street, opposite the Grade II\* Listed Freemasons' Hall. The building is in use as a restaurant at basement and ground floor (A3 use) with residential flats above (C3 use) and is located in an area characterised by a mix of residential, retail and commercial uses.

## Relevant History

8800525 - Retention of a new shopfront. Granted 14/09/1989.

8980002 - The display of an externally illuminated fascia sign and projecting sign. Granted 14/09/1989.

9480080 - Display of an externally illuminated fascia sign two lantern lights on either side of the entrance door and an externally illuminated projecting sign. Granted 01/07/1994.

9400701 - Continued use of the ground and basement floors as a restaurant (A3) together with the retention of the existing shopfront and rear extract duct. Granted 01/07/1994.

9470146 - Installation of a shopfront, rear extract duct and display of fascia and projecting signs. Granted 01/07/1994.

2011/0153/L - Replacement of existing timber sliding sash casements with Georgian style casements to first and second floors of front elevation, including installation of internal secondary glazing to front elevation on second and third floors. Granted 30/03/2011.

2015/5738/P & 2015/5934/L - Re-paint the existing timber shopfront black – Under determination.

## Relevant policies

### National Planning Policy Framework 2012

### London Plan 2015, consolidated with amendments since 2011

### LDF Core Strategy and Development Policies

#### Core Strategy

CS5 (Managing the impact of growth and development)

CS14 (Promoting high quality places and conserving our heritage)

#### Development Policies

DP24 (Securing high quality design)

DP25 (Conserving Camden's heritage)

DP26 (Managing the impact of development on occupiers and neighbours)

#### Supplementary Planning Guidance

CPG1 (Design) 2015

CPG (Amenity) 2011

Seven Dials Estate conservation area appraisal and management strategy 1998



## Assessment

### 1.0 Proposal

1.1 Advertisement consent and Listed Building Consent is sought for the installation of 1 x externally illuminated fascia sign and replacement awning.

1.2 The proposed fascia sign would be black painted timber and would sit flush with the shopfront measuring 5.7m wide and 81cm high. It would feature gold-coloured pin mounted letters and three simple projecting lights.

1.3 The existing canopy box and mechanism would be reused and the existing green canopy replaced with a new black canopy. The canopy would measure 2.4m deep and 4.4m wide when fully extended.

### 1.4 Revisions

1.5 The proposal was amended at the officer's request to include a timber fascia sign rather than black gloss tiles as originally proposed, as this was considered to be more in keeping with the historic façade of the host listed building and the adjoining listed terrace within which it sits.

NB. A separate planning application and listed building consent has been submitted to re-paint the shopfront black.

### 2.0 Listed Building Considerations

2.1 The Seven Dials Conservation Area Statement suggests that shop signage should be appropriate for the Conservation Area, respecting the proportions of the shop frontages, maintaining the division between units and should reflect the plot widths of buildings. Internally illuminated box signs are unacceptable and generally signage should be non-illuminated or externally illuminated.

2.2 The proposed fascia, awning and alterations to the shopfront would not obscure any significant architectural features or otherwise visually harm the appearance of the grade II\* listed building, and are considered to be acceptable in terms of their location, proportions, materials, design and method of illumination.

2.3 The proposed fascia sign is considered to relate well to the proportions of the shopfront and is considered to be well designed and of a high quality. The proposals are considered to preserve and enhance the setting and special architectural interest of the listed building and would be an improvement over the existing arrangement.

2.4 The Council's conservation officer has assessed the application and is satisfied with the proposals.

### 3.0 Advertisement Consent Considerations

3.1 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.

3.2 Amenity: The proposed fascia sign, awning and lighting would not obscure any significant architectural features or otherwise visually harm the appearance of the building, and are considered to be acceptable in terms of location, proportions, materials, design and method of illumination. The proposal will preserve the setting and special architectural interest of the listed building and enhance the streetscene and character and appearance of the conservation area.

3.3 Public safety: The location of the signage is not considered to impact neighbouring amenity nor would it be harmful to either pedestrian or vehicular safety. The proposal therefore raises no public safety concerns.

### 4.0 Conclusion

4.1 The proposal is considered to comply with the relevant local and national policies and as such, both advertisement consent and listed building consent is recommended.

**DISCLAIMER**

**Decision route to be decided by nominated members on Monday 30<sup>th</sup> November . For further information please go to [www.camden.gov.uk](http://www.camden.gov.uk) and search for 'members briefing'**

Blenheim Design Ltd  
Room 4  
9 Pavilion Parade  
Brighton  
East Sussex  
BN2 1RA

Application Ref: **2015/5744/A**  
Please ask for: **Laura Hazelton**  
Telephone: 020 7974 **1017**

24 November 2015

**DRAFT**

Dear Sir/Madam

**DECISION**

Town and Country Planning Act 1990

**Advertisement Consent Granted**

Address:  
**35 Great Queen Street**  
**London**  
**WC2B 5AA**

**DECISION**

Proposal:  
Installation of 1 x externally illuminated fascia sign and replacement awning  
Drawing Nos: 09-01 Rev.A, 09-02 Rev.A, 09-03, site location plan, Statement of Heritage  
Impact dated 27 October 2015, Access and Design Statement dated 8 October 2015.

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to  
(a) endanger persons using any highway, railway, waterway, dock, harbour or



aerodrome (civil or military);

(b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Director of Culture & Environment

Blenheim Design Ltd  
Room 4  
9 Pavilion Parade  
Brighton  
East Sussex  
BN2 1RA

Application Ref: **2015/5746/L**  
Please ask for: **Laura Hazelton**  
Telephone: 020 7974 **1017**

24 November 2015

# DRAFT

Dear Sir/Madam

## DECISION

Planning (Listed Building and Conservation Areas) Act 1990

### Listed Building Consent Granted

Address:  
**35 Great Queen Street**  
**London**  
**WC2B 5AA**

# DECISION

Proposal:  
Installation of 1 x externally illuminated fascia sign and replacement awning  
Drawing Nos: 09-01 Rev.A, 09-02 Rev.A, 09-03, site location plan, Statement of Heritage  
Impact dated 27 October 2015, Access and Design Statement dated 8 October 2015.

The Council has considered your application and decided to grant subject to the following condition(s):

#### Conditions And Reasons:

- 1 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

- 2 All new work and work of making good shall be carried out to match the original work as closely as possible in materials and detailed execution.





Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP25 of the London Borough of Camden Local Development Framework Development Policies.

- 3 The works hereby approved are only those specifically indicated on the drawing(s) referred to above.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP25 of the London Borough of Camden Local Development Framework Development Policies.

**DRAFT**

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Director of Culture & Environment

**DECISION**