

Delegated Report		Analysis sheet	Expiry Date:	21/06/2017
		N/A / attached	Consultation Expiry Date:	
Officer			Application Number(s)	
Leela Muthoora			2017/1897/A	
Application Address			Drawing Numbers	
Unit 8 Central St Giles 10 St Giles High Street London WC2H 8AB			See decision notice	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
Display of 3x internally suspended lettering signs fixed behind glazing to Central St Giles Piazza elevation and Bucknall Street elevations.				
Recommendation(s):		Grant Conditional 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	01	No. of objections	01
			No. electronic	00		
Summary of consultation responses:	Consultation is not required for advertisement consent					
Covent Garden Community Association comments:	Covent Garden Community Association raised an objection on the following grounds: <ul style="list-style-type: none">• Objection to use of internal illumination, as this method of illumination is inappropriate and unsympathetic in a conservation area.• National guidance, as set forth in the Department of Communities & Local Government’s “Outdoor advertisements and signs: a guide for advertisers,” clearly states that Class 4 (illuminated advertisements) “does not extend to any premises in a Conservation” (p. 17).• Further, Camden’s Seven Dials (Covent Garden) Conservation Area Statement states that “signage should be non-illuminated or externally illuminated” (see SD19, p. 28-29).					
	Officer Comment: <ul style="list-style-type: none">• The proposal is adjacent to the Bloomsbury and Denmark Street Conservation Areas. It is not situated within the conservation area but the Bucknall Street elevation is opposite the Bloomsbury CA facing the service area of Castlewood House, which is not in the CA and to the service area of the offices at 2-4 Bucknall Street, which is within the CA. One of the signs face the internal public square/plaza and two face Bucknall Street. The proposed locations of the signs are positioned inside the building behind the glazing and due to their position and level of illumination are not considered detrimental to the character and appearance of the conservation area.• The National guidance sets out what adverts benefit from deemed consent and therefore do not require the submission of advertisement consent. Therefore, any adverts which include illumination require an application for advert consent which is what this application is for.• In response to the last point the site is not located within the Seven Dials Conservation Area.• Following officer advice, the proposal has been amended to omit the internally illuminated projecting sign within the passageway between the plaza and Bucknall Street.• Conditions have been attached to the permission limiting illumination to 600 candelas per any square meter; limiting the hours of illumination of the sign to restaurant opening times and preventing intermittent illumination.					

Site Description

The application site is a unit within the larger site of Central St Giles, which is an office and retail building. The site is bounded by St Giles High Street to the north, Dyott Street to the east, Bucknall Street to the south and Earnshaw Street to the west. This application relates solely to Unit 10 at ground floor level, which is in use as a restaurant (Class A3). Unit 10 fronts onto the public courtyard/open space and has an elevation on Bucknall Street. The surrounding area is characterised by a mix of uses including commercial retail, food and drink, office, financial and professional service uses. The site is not located within a conservation area nor is it listed.

Relevant History

2005/0259/P: Redevelopment of the site for mixed-use development comprising office (B1), retail (A1), food and drink (A3) community (D1) and residential (C3) uses, new public courtyard and new pedestrian routes across the site. **Granted 04/10/2006**

2010/4872/A: Retention of three internally illuminated suspended signs and two internally illuminated menu boxes to restaurant (Class A3). **Granted 11/11/2010.**

Relevant policies

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

National Planning Policy Framework 2012

The London Plan March 2016

Draft Camden Local Plan 2017

At application stage, the Camden Local Plan Submission Draft 2016 was in the process of being adopted. It is likely to be adopted on 3rd July, at which point the Local Plan will have full weight. The following policies are of relevance to the application:

A1 - Managing the impact of development

D1 - Design

D2 - Heritage

D3 - Shopfronts

D4 – Advertisements

LDF Core Strategy and Development Policies

The LDF Core Strategy and Development Policies will be superseded by the Camden Local Plan 2017 from 3rd July 2017; however, these policies had full weight when the application was submitted. The following policies were relevant to the application:

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)

DP30 (Shopfronts)

Camden Planning Guidance

CPG1 Design 2015 – chapters 2 (Design Excellence), 7 (Shopfronts) and 8 (Advertisements)
CPG6 Amenity 2013 – chapters 5 (Artificial Light)

Assessment

1. Proposal

The proposal seeks advertisement consent for 3 internally illuminated logo signs inside the restaurant located at ground floor level of the building.

- 1.1. Front elevation (onto open space/square): The internally illuminated logo sign would be suspended over the existing entrance door and replace the existing signs currently in this location. The sign would be 0.90m in height, 2.93m in width, 0.04m in depth and is 3.56m from ground level and set back from the glazing by 1.5m. The sign has a luminance level of 500 candela per square metre and consists of copper faces with fairground lights forming the logo. This sign replaces the sign approved in 2010 but consists of a differing logo design.
- 1.2. Bucknall Street elevation: Another internally illuminated suspended logo sign is located on the corner of the building visible from Bucknall Street north-west. The sign is 0.90m in height, 2.95m in width, 0.05m in depth and is 3.38m from ground level and set back from the corner glazing on the diagonal by 1.75m at its deepest and 0.16m at its nearest. The sign has a luminance level of 500 candela per square metre and consists of copper faces with fairground lights forming the logo. This is a new sign, following the removal of the existing sign, which faces Bucknall Street north-east.
- 1.3. Bucknall Street Elevation: An outline of the 'Zizzi' logo light box logo is located along the elevation fronting onto Bucknall Street. The sign measures 0.90m in height, 2.4m in width and 0.05m in depth and is 0.69m from ground level and set back from the glazing by 1.5m. It has a luminance level of 500 candela per metre and consists of aluminium panel with fret cut holes illuminated by white LEDs. This sign replaces the sign approved in 2010 but consists of a differing logo design.
- 1.4. Amendments were accepted during the course of the application, which included the removal of the internally illuminated projecting sign within the passageway between the plaza and Bucknall Street.

Assessment

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.

2. Amenity

- 2.1. The ground floor site forms part of a mixed-use development of Central St Giles. This application site fronts onto the public courtyard and has an elevation along Bucknall Street and the pedestrian link between the square and Bucknall Street. There are a number of ground floor units arranged around the square, which are currently in retail and restaurant use and display similar signage. Within this context, the illuminated signs are considered appropriate in size, location, materials and method of illumination as they respect the architectural features of the host building; the double height windows over three elevations to the corner building allow for the number of signs per elevation to the scale of the building and the nature of the

surrounding area.

- 2.2. Camden Planning Guidance for Amenity advises that artificial lighting due to 'light spillage', can significantly change the character of the locality. Two of the signs are to be located in the same locations as the previously consented illuminated signs. Although visible, the signs are not considered to appear visually obtrusive in the context of the modern commercial retail area at ground level. It is also noted that the signs do not face buildings containing residential units at this level.
- 2.3. To address the type of illumination adjacent to a conservation area, it is considered appropriate to restrict the level of illumination and hours of display by condition, which have been attached to this decision.

3. Public Safety

- 3.1 The proposed advertisements are not considered to raise public safety issues in terms of obstructing traffic signs or distracting drivers on Bucknall Street. The signage over the main entrance door to the restaurant face onto the enclosed open space/square and are not visible from the surrounding roads. The signage visible from Bucknall Street is considered appropriate and it is not considered that the size, shape, illumination or location of the signs would not be considered hazardous to road users and therefore would not have a negative impact on public safety.

4. Conclusion

The signs would not obscure any architectural features of the building, are considered acceptable in terms of size, siting, materials and method of illumination and would preserve the character of the adjacent conservation area. It is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or neighbouring occupiers and they are not considered harmful to pedestrians or traffic in this location, therefore the proposal raises no public safety concerns. The proposed signage is in general compliance with policies CS5, CS14, DP24, DP25, DP26 and DP30 of the Local Development Framework and A1, D1, D2, D3, D4 of the Draft Camden Local Plan, the application is therefore recommended for approval.

5. Recommendation: Grant advertisement consent

DISCLAIMER

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 3rd July 2017, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to www.camden.gov.uk and search for 'Members Briefing'.