

6 Great Queen Street WC2 2018/3942/P. 2018/4431/A



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Shopfront and adverts now installed



Neighbouring shopfronts nos. 7 ^ and 5 v



Delegated Report		Analysis sheet	Expiry Date:	9/10/2018
(Members Briefing)		N/A / attached	Consultation Expiry Date:	14/10/2018
Officer			Application Number(s)	
Charles Thuaire			1. 2018/3942/P 2. 2018/4431/A	
Application Address			Drawing Numbers	
6 Great Queen Street London WC2B 5DH			See decision notice	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
1. Minor alterations to shopfront (retrospective) 2. Installation of replacement externally illuminated fascia sign, internally illuminated projecting sign and menu box (retrospective)				
Recommendation(s):		1. Grant planning permission 2. Grant advertisement consent		
Application Type:	Full Planning Permission, Advertisement Consent			

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:			No. of responses	00	No. of objections	00
Summary of consultation responses:	Site notice displayed and press advert published 19/09/2018 to 14/10/2018 No response					
CAAC/Local groups* comments: <small>*Please Specify</small>	<p><u>Covent Garden Community Association (CGCA)</u> object-</p> <p>'objects to internally illuminated signs in the conservation area; we believe that where internally illuminated signs have been allowed in the past they should be replaced with more sympathetic externally-illuminated signs. CGCA also objects to the fully opening windows for reasons of design and nuisance.'</p> <p><u>Officer comment-</u> <i>The projecting sign has internally illuminated lettering of the same size and method as the previous sign here. The shop windows are already openable and no change is involved here. See also paras 2.1 and 3.1 below.</i></p> <p><u>Kingsway CAAC</u>- no response</p>					

Site Description

1. The site is a 4 storey commercial property with Class A3 restaurant on basement ground and 1st floors; it is within a commercial parade of other Class A1/A3 units which have a variety of illuminated signage.
2. The site is in Kingsway conservation area and is not identified as having any particular merit. It adjoins no.7 which is Grade 2 listed and has an attractive historic shopfront.

Relevant History

- 12.3.97- P9602517- planning permission granted for Change of use from office to restaurant (A3 use) at basement, ground and 1st floor level and residential (C3 use) at 2nd and 3rd floor level.
- 9.11.98- PS9804657R2 - planning permission granted for The erection of a new shopfront.
- 12.5.10- 2010/1226/A- advert consent granted for Display of replacement signage comprising one externally-illuminated fascia sign, one internally-illuminated projecting sign and one internally illuminated menu board to front elevation of existing restaurant (Class A3)

Relevant policies

National Planning Policy Framework 2018

London Plan 2016

Camden Local Plan 2017

- A1 Managing the impact of development
- D1 Design
- D2 Heritage
- D3 Shopfronts
- D4 Advertisements

Camden Planning Guidance

- CPG1 Design 2015 (updated March 2018)
- CPG Advertisements (March 2018)
- CPG Amenity (March 2018)

Kingsway Conservation Area Statement (December 2001)

Assessment

1. Proposal-

1.1 The proposal is to refurbish the shopfront with some minor alterations and replace the signage for a new restaurant occupier. The existing shopfront with opening windows and door is retained and repainted; the stallriser is tiled with new green tiles; the fascia sign 'Strada' is replaced by new painted lettering 'Honest Burgers' illuminated by a replacement shorter trough light; the internally illuminated 600mm square projecting sign is replaced by a new vertical one 1m high x 330mm wide; the illuminated menu box is also replaced by a new similar one.

1.2 The works have now been carried out since the application was submitted and so permission is now sought in retrospect.

1.3 The issues concern the acceptability of the shopfront alterations and new signage in design and heritage terms.

2. Shopfront

2.1 The repainting and restoration of the shopfront does not require permission; the tiling of the stallriser is a very minor alteration at lower level that is barely perceptible in the streetscene. It is considered appropriate in design terms for this shopfront and does not harm the character and appearance of the property, streetscene and conservation area nor the setting of the adjoining listed building. In response to the CGCA objection, no changes were proposed nor have been carried out to the shopfront windows in terms of their openability.

2.2 Special attention has been paid to the desirability of preserving the setting of the adjoining listed building and of preserving or enhancing the character and appearance of the Conservation Area, under s.66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

3. Advertisements

3.1 The replacement painted lettering to the fascia is small and discreet and considered appropriate for this traditional shopfront. It is externally illuminated by a trough light (as was the case with the previous Strada sign), albeit by a shorter one which is welcomed. The vertical projecting sign is also smaller than the previous square one and is appropriately located at fascia level on the right hand side. Again, as with the previous sign, it has internally illuminated lettering and the actual size of letters 'Honest' is the same as the previous letters 'Strada'. In response to the CGCA objection, no changes are proposed to this method of illumination which was previously allowed by advert consent in 2010 (see history above). The menu box replaces a similar one here and is also acceptable in size, location and method of illumination.

3.2 It is considered that the overall signage is discreet, indeed more so than the previous Strada signage, and entirely appropriate for this shopfront. It does not harm the character and appearance of the property, streetscene and conservation area nor the setting of the adjoining listed building. There will be no impact on residential amenity or public safety.

4. Recommendation

1. Grant planning permission
2. Grant advert consent.

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 12th November 2018, 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'.

Application ref: 2018/3942/P
Contact: Charles Thuairé
Tel: 020 7974 5867
Date: 6 November 2018

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
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London
WC1H 9JE

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Firstplan
Bramah House
65-71 Bermondsey Street
London SE1 3XF

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:

**6 Great Queen Street
London WC2B 5DH**

Proposal:

Minor alterations to shopfront (retrospective)
Drawing Nos: location plan; GQ-023, 024

DECISION

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

Condition(s) and Reason(s):

- 1 The development hereby permitted shall be retained out in accordance with the following approved plans- location plan; GQ-023, 024- unless written approval has been received from the Local Planning Authority.

Reason: For the avoidance of doubt and in the interest of proper planning.

Informative(s):

1

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2018.

You can find advice about your rights of appeal at:

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

Yours faithfully

Director of Regeneration and Planning

DRAFT

DECISION

Firstplan
Firstplan
Bramah House
65-71 Bermondsey Street
London SE1 3XF

Application Ref: **2018/4431/A**
Please ask for: **Charles Thuaire**
Telephone: 020 7974 **5867**

6 November 2018

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**6 Great Queen Street
London WC2B 5DH**

Proposal:

Installation of replacement externally illuminated fascia sign, internally illuminated projecting sign and menu box (retrospective)

Drawing Nos: location plan; GQ-023, 024; menu box sign and projecting sign details by Goodwin and Goodwin

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

Executive Director Supporting Communities



- (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.

Informative(s):

1

DECISION

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2018.

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

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Yours faithfully

Director of Regeneration and Planning

DRAFT

DECISION