

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		14/11/2018	
		N/A		<b>Consultation Expiry Date:</b>		21/10/2018	
<b>Officer</b>				<b>Application Number(s)</b>			
Matthias Gentet				1) 2018/3586/P 2) 2018/4453/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
25 Coptic Street London WC1A 1NT				Refer to Decision Notice			
<b>PO 3/4</b>		<b>Area Team Signature</b>		<b>C&amp;UD</b>		<b>Authorised Officer Signature</b>	
<b>Proposal(s)</b>							
1) Addition of a fixed canopy to commercial frontage. 2) Display of an externally illuminated fascia sign and a non-illuminated projecting sign							
<b>Recommendation(s):</b>		1) Refuse Planning Permission 2) Refused Advertisement Consent					
<b>Application Type:</b>		Full Planning Permission					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<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>
<b>Summary of consultation responses:</b>		A <b>Site Notice</b> was displayed on 21/09/2018 and expired on 15/10/2018, a <b>Press Advert</b> was published on 27/09/2018 and expired on 21/10/2018, and a <b>Consultation Letter</b> was issued on 19/09/2018 and expired on 10/10/2018.  No response were received.					
<b>Bloomsbury Conservation Area Advisory Committee</b>		No response were received from the <b>Bloomsbury Conservation Area Advisory Committee</b> .					

## Site Description

The site address is a 4-storey plus basement and mansard 19c building located on the eastern side of Coptic Street, approximately 30m from the corner of Coptic Street with New Oxford Street to the south with commercial (restaurant) at ground floor level and residential to upper floors. It is one of two identical town houses with No24.

The property is not listed but noted to be a positive contributor. It is also cited in Bloomsbury Conservation Area.

## Relevant History

### Site History:

**2013/2874/A** – (granted on 15/07/2013) - Installation of 1x externally illuminated projection sign, 1x externally illuminated fascia and 1x externally illuminated awning.

32093 – (granted on 13/03/1981) - Erection of a new shopfront.

### Enforcement Site History:

**EN13/0965** - New frontage and signage no pp – Opened on 20/08/2013 and closed on 04/09/2013: No Breach found.

### Adjacent Sites History:

#### Coptic Street

##### No10

**AS9804336** - (Refused with Warning of Prosecution Action on 11/03/1999) - The continued display of an externally illuminated projecting sign at ground floor level.

##### No24

**2003/1080/A** – (granted on 22/09/2003) - Display of externally illuminated fascia sign, neon logo sign and projecting sign.

**AS9804852** – (granted on 29/11/1998) - Display of advertisement on sun-blind.

##### No30

**2010/0349/A** – (granted on 12/03/2010) - Display of two externally illuminated projecting signs, two internally illuminated menu boxes, two wall light signs and alteration of fascia signage.

**AS9705106R1** – (**part approved/part refused** on 08/05/2003 and **allowed on appeal** on 26/05/1998) –

(a) The display of two projecting internally illuminated hanging signs and two fascia signs one on either side of the corner with halo illuminated letters.

(b) The display of the left hand (northern) fascia sign on the Coptic Street elevation,

### Adjacent Sites Enforcement History:

#### Coptic Street

##### No10

**EN11/0132** – Display of an illuminated and flashing sign outside of their premises. It is about 1 ft x 1 ft in size and has chinese script on it – Closed on 29/03/2001: Illumination turned off – Breach Ceased.

**EN980182** - Externally illuminated fascia sign and projecting box sign – Case closed on 01/06/1999:  
Application received.

**No24**

**EN1551** - Installation of a new shopfront without PP (historic case still opened).

**EN980388** - Installation of new shopfront – Case closed on 12/10/1998

**Relevant policies**

**National Planning Policy Framework 2018**

**The Draft London Plan 2017**

**Camden Local Plan 2017**

A1 – Managing the Impact of Development

D1 – Design

D2 – Heritage

D3 – Shopfronts

D4 - Advertisements

**Camden Planning Guidance 2018 (as amended)**

CPG – Advertisement (2018)

CPG – Amenity (2018)

CPG1 – Design – Chap 2, 3, 7 & 9

**Bloomsbury Conservation Area Appraisal (April 2011)**

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

### 1. Proposal and Background

- 1.1 Planning permission is sought for the addition of a fixed canopy to commercial frontage between the base of the fascia and the top of the shopfront.
- 1.2 Advertisement Consent is sought for the display an externally illuminated fascia sign and a non-illuminated projecting sign.
- 1.3 It would appear that the signage in situ at No10 and No24 Coptic Street are unauthorised. Both sites are also noted to be positive contributors. Combined with their locations in a conservation area, these sites are therefore sensitive and would require traditional signage. Although the advertisement features currently adorning No24 – for example the externally illuminated timber fascia sign is acceptable, the same cannot be said of the internally illuminated fascia box sign and projecting sign. These are garish advertising fixtures that are unsympathetic additions and thus detrimental to the character and appearance of the host building, conservation area and streetscape.
- 1.4 The Planning History of Coptic Street is quite sparse and reflects the unauthorised nature of signage present within this confined street.
- 1.5 Revisions were requested following the assessment of the proposal to have the fixed canopy – replacing the existing awning approved under application reference: 2013/2874/A - removed from the proposal (application reference: 2018/3586/P) and the projecting sign replaced by a blade hanging sign (application reference: 2018/4453/A). No such revisions have to date been received.

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. Assessment

- 2.1 The principle considerations in the determination of both applications are:
  - Design and Heritage
  - Visual Amenity
  - Public Safety

### 3. Design and Heritage

- 3.1 Policy D1 (Design) of the Camden Local Plan 2017 states that '*The Council will seek to secure high quality design in development. The Council will require that development that respects local context and character; preserves or enhances the historic environment and heritage assets in accordance with "Policy D2 Heritage".*
- 3.2 Policy D2 (Heritage) of the Camden Local Plan 2017 states that '*Conservation areas are designated heritage assets. In order to maintain the character of Camden's conservation areas, the Council will take account of conservation area statements, appraisals and management strategies when assessing applications within conservation areas. The Council will require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area.*
- 3.3 Policy D3 (Shopfronts) states that '*The Council will expect a high standard of design in new and altered shopfronts and canopies. When determining proposals for shopfront development the Council will consider the design of the shopfront or feature, including its details and*

*materials, the existing character, architectural and historic merit and design of the building and its shopfront, the relationship between the shopfront and the upper floors of the building and surrounding properties, including the relationship between the shopfront and any forecourt or lightwell, the general characteristics of shopfronts in the area.'*

- 3.4 Camden Planning Guidance (CPG1 – Design) also states that '*Shopfront canopies are only likely to be acceptable where they are retractable and traditional canvas.*'
- 3.5 Policy D4 (Advertisements) states that '*The Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail. The Council will support advertisements that preserve the character and amenity of the area, and preserve or enhance heritage assets and conservation areas.*' It also goes on by stating that '*Advertisements in conservation areas and on or near listed buildings require particularly detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.*'

#### Fixed Canopy

- 3.6 The proposed fixed timber framed canopy would be installed between the base of the fascia and the top of the shopfront. It would measure approximately 0.3m in height by 0.4m in depth and 5m in width. It will have black painted shingles laid on its street facing slop. By its very nature, the proposal would introduce an incongruous feature that would create visual clutter to the commercial elevation and look out of place. Such element is not a traditional details and no such approved example is to be found on Coptic Street or nearby streets and there is no justification or need for the introduction of such feature.
- 3.7 The proposal is therefore considered to be unacceptable in terms of its size, design, materials to be used and location, and is contrary to CPG1 (Design) and policies D1 and D2.

#### Fascia Sign

- 3.8 The proposed fascia sign would measure approximately 5m in width by 0.55m in height and formed of timber slats (black with thin white vertical stripes). The actual area of covered by the advertisement is centred and would measure approximately 3m in width by 0.5m in height . The central fascia will be made of timber backing with lazer cut foamex letters (10mm in thickness) applied on it. The colour scheme is being changed from bright orange to black and brown/bronze hue.
- 3.9 The new fascia is an improvement of the existing box fascia which is a bulky and unattractive fixture. In terms of size, design, materials to be used and location, the proposed fascia sign would, not only preserve but also, enhance the appearance of the host building.
- 3.10 It must be noted that, although the assessment of the colour scheme is a requirement, it is worth mentioning its positive contribution.

#### Projecting Sign

- 3.11 The proposed projecting sign would measure 615mm in width by 410mm in height and 240mm in thickness. With the fixing bracket, its overall projection would stand at 700mm. Similar to the above fascia sign, it is to be made of timber backing with lazer cut foamex letters (10mm in thickness) applied on it. (The colour scheme is being changed from bright orange to

black and brown/bronze hue.)

- 3.12 The thickness of the projecting sign is considered to be rather excessive, creating a bulky and incongruous fixture within a rather uncluttered commercial street. The existing projecting sign is more of a 'blade' design and provides a more discreet and sympathetic fixture that is more in keeping with the streetscape. Nevertheless, in view of the sensitive nature of the host building, a hanging blade sign would be more appropriate and more in keeping with what would be expected on a traditional frontage.
- 3.13 There is only one example of a projecting sign in this part of Coptic Street which is the unauthorised box projecting sign at No10 opposite [See *relevant History and also paragraphs 1.3 & 1.4 above*]. It is also a bulky and unsympathetic projecting element that is inappropriate in such location and thus is harming the character and appearance of the host building also noted to be a positive contributor in the Bloomsbury Conservation Area Appraisal.
- 3.14 As such, the proposed projecting sign, by virtue of its size, design and location is considered to be unacceptable, and contrary to policy D4.

#### **4. Visual Amenity**

##### Method of Illumination

- 4.1 The fascia sign is to be externally illuminated by 3no new spotlights, painted black that would replace the existing trough light. This would be an improvement as it would provide more discreet illumination features as well as more traditional method of illumination (external).
- 4.2 As such, the means and method of illumination is considered to be acceptable.
- 4.3 The projecting sign is to be non-illuminated and is therefore considered to be acceptable.

#### **5. Public Safety**

- 5.1 Policy D4 (Advertisements) of the Camden Local Plan 2017 states that advertisements will not be considered acceptable where they impact upon public safety.
- 5.2 The method of illuminance of fascia sign is commonly used and present no safety issues or concerns. The proposal is, on this point, considered acceptable.

#### **6. Conclusion**

- 6.1 The fixed canopy, by virtue of its size, design, materials to be used and location, would be an incongruous and unsympathetic feature that would be out of place within the Coptic Street and would be detrimental to the sensitive nature of the host building. It would fail to preserve and enhance the character and appearance of the Bloomsbury Conservation Area and the streetscape, contrary to policies D1 (Design), D2 (Heritage) and D3 (Shopfronts) of the Camden Local Plan 2017.
- 6.2 The non-illuminated projecting sign, by virtue of its size, design and location, would be a bulky and incongruous feature that would be out of place within the Coptic Street and would be detrimental to the sensitive nature of the host building. It would fail to preserve and enhance the character and appearance of the Bloomsbury Conservation Area and the streetscape, contrary to policy D4 (Advertisements) of the Camden Local Plan 2017.
- 6.3 The externally illuminated fascia sign, in terms of its size, design, materials to be use, location and method of illumination (external), is considered to be acceptable and in accordance with

policy D4 of the Camden Local Plan 2017.

## **7. Recommendation**

7.1 Refuse Planning Permission.

7.2 Refuse Advertisement Consent.