

Planning Statement – Advertisements and Lighting.

Prepared in support of a formal planning application for retrospective modifications to advertisement signage and lighting.

Address: Fushan Restaurant, 44 New Oxford Street, WC1A 1ES.

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Document reference: PS-PLA-APP-ADV-FUSHAN.

Planning Statement

FUSHAN RESTAURANT

TABLE OF REFERENCE	
Client/Project	Fushan Restaurant
Project	Planning application (retrospective) for new fascia signage and external lighting
Study	
Type of document	Statement
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Author	Joshua Simons & Associates
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1.0 Rationale

1.1 The client has commissioned Joshua Simons & Associates (the planning agents) who have prepared this planning statement as part of a formal planning application to apply for planning permission for new fascia signage, projecting signs and external lighting to elevations of the premises known as Fushan Restaurant.

1.2 This planning statement has been prepared by the planning agent to provide a rationale and context of the proposal/s in conjunction with the relevant Camden local planning policies in relation to advertisements and lighting.

2.0 Background to this application

2.1 The premise currently trades as Fushan a Japanese style restaurant. The premises previously traded as El Mexicana Restaurant and before that a Pret a Manger. Each of these premises had their own distinctive contemporary designed fascia signage.

2.2 This application has arisen due to the current occupier erecting signage without planning consent from Camden council as the local planning authority.

2.3 The local planning authority has contacted the applicant via a letter of alleged offence. The letter requests the occupier remove the unauthorised signage in its entirety and reinstate signage which matches the material, design, proportions of the pre-existing shopfront and which is in sympathy with the Bloomsbury conservation area.

3.0 The Locality

3.1 The site is located on the corner of New Oxford Street and Copthick Street as shown on the Ordnance Survey site plan enclosed with this application.

3.2 The premises are not listed but are within the Bloomsbury conservation area with buildings of historical interest.

3.2 The premises according to the Environment Agency flood risk database is within flood zone 1 and not at risk of flooding. A flood risk assessment for the proposed development is not required.

5.0 Proposal in relation to pre application advice and relevant planning policies

5.1 This planning statement understands from Camden Policy D4 and Camden councils Planning Guidance on Advertisements that advertisements in conservation areas require particularly detailed consideration.

5.2 In context to this application this relates to the sensitivity and historic nature of the fascia and its historical design at 44 New Oxford Street and Coptic Street as they are within the Bloomsbury Conservation area and that any advertisements in a conservation area must not harm the character or appearance and must not obscure or damage specific architectural features of buildings. The proposal has been designed with these matters in mind and attempts to provide advertisement and projecting signage with illumination designs on both elevations of the shopfront fascia that could be acceptable in this context.

5.3 The proposed alterations are to include:

- (i) removal of the faux roof tiles to permit a new painted onto render sign plaque
- (v) removal of the existing internally illuminated projecting sign boxes on both elevations and replacement with two new timber projecting signs
- (vii) addition of new down lighting units to externally illuminate the proposed signboard and projecting signs.

5.4 An elevation plan (*2018/0120-01/05 revision B*) has been provided to show these alterations, measurements and other relevant scaled information and are included as a supporting document to this application.

5.5 Each of the proposed alterations will now be detailed in context to the relevant planning issues concerned in the relevant planning policies and guidance as set out by Camden Council.

1. **New fascia signage**– a new sign is proposed to be painted in grey directly onto the existing render surface located behind the existing faux roof thus negating the display of any structural sign board. The lettering is to be added on top of the grey painted surface as fret cut lettering in orange.
2. **Projecting signboard** - The existing projecting signs are to be removed and replaced with 2 rectangular timber signboards that shall be externally illuminated.
3. **Lighting** – A series of downlights will be installed on the underside of the upper ledge of the building these will provide the down lighting to externally light both the main fascia advertisements and the projecting signage on both elevations at New Oxford Street and Coptic Street.
4. The illumination shall be cool white or similar and the levels of advertisements shall be in accordance with the guidance set by the Institute of Lighting Engineers PLG05 The Brightness of Illuminated Advertisements. It is understood that the luminance levels shall be 5000 candelas.
5. The numbers of illuminated signs shall be proposed as 9 units that shall be arranged with equal spacing between them.
6. The design of the spotlight casings shall be metal powder coated in black.
7. The method of illumination is to be external and static.
8. The proposed spotlights shall be unobtrusively sized, placed and fixed to the underside of the upper ledge.

6.0 Conclusions

6.1 This application attempts to provide signage and lighting that is designed sympathetically by not obscuring or damaging specific architectural features of the building on both elevations at New Oxford Street and Coptic Street.

6.2 The designs set out in paragraphs 6.1 and 6.2 should on balance support Policy D4 and also meet the three tests as set out in Camdens Planning Guidance Advertisements policy document taking into account:

- the character and design of the property
- the appearance of its surroundings
- the external fabric of the host building

6.3 The proposed number, design and illumination levels of the proposed spotlights should be sympathetic to the buildings architectural design.

6.4 Taking these points into account the proposed design of the 2 fascia advertisements, projecting signage and down lighting should be appropriate to the historical design of the building, enhance the immediate area and support the Bloomsbury conservation area.

7.0 - References

1. Camden Planning Guidance Advertisements - March 2018
2. Camden Local Plan | Design and Heritage - 2017
3. Camden Council - The Bloomsbury Conservation Area appraisal and management strategy April 2011.
4. Guidance on advertisements Outdoor advertisements and signs: A guide for advertisers – 2007.
5. Valuation Office calculation.
6. Flood Map for planning <https://flood-map-for-planning.service.gov.uk/confirm-location?easting=530111&northing=181469&placeOrPostcode=WC1A%201ES> – Environment Agency – Used under The Open Government Licence.

End of planning statement