

Delegated Report		Analysis sheet		Expiry Date:		04/05/2005	
		N/A / attached		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
Thomas Smith				1. 2004/5461/A 2. 2004/5463/L			
Application Address				Drawing Numbers			
29 Sicilian Avenue London WC1A 2QH							
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
1. Display of externally illuminated fascia signs inside shopfront windows. 2. 1) Refurbishment works including removal of external shutters, existing stud partitions and suspended ceilings. 2) Display of externally illuminated fascia signs inside both shopfront windows and a non-illuminated projecting sign.							
Recommendation(s):		1. Grant Advertisement Consent subject to standard conditions 2. Grant Listed Building Consent subject to conditions					
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	
						00	
Summary of consultation responses:		None					
CAAC/Local groups* comments: *Please Specify		Bloomsbury CAAC welcome the removal of roller shutters and question whether the proposed use is authorised.					

Site Description

This application relates to a Grade II listed building on the corner of Sicilian Avenue and Vernon Place located within the Central London Area and the Bloomsbury Conservation Area

The application property is the end shop (Class A1) in a shopping parade with offices (Class B1) over, built in 1906-1910 by RJ Worley. The building has one window onto Vernon Place, one small window onto the corner angle and one window onto Sicilian Avenue.

The ground and first floors are in white terracotta and the floors above are in red brick with terracotta dressings. The shop fronts are described in the listing description as "*later C20*" but they form a homogenous development either side of Sicilian Avenue, the return along Vernon Place and along Southampton Avenue up to Sicilian Avenue.

The ground floor is flat fronted with externally fixed roller shutters and existing added deep wooden fascias to all three windows onto which the previous shop name was screwed.

Relevant History

The shutters and fascias do not appear to benefit from to any application for listed building or advertisement consent but have obviously been in place for a considerable period of time.

Relevant policies

EN1, EN30, EN31, EN38

Assessment

This application proposes to remove the existing roller shutters and later fascias, to reveal the upper glazed section of the shop front and to hang wooden signs inside the shopfront windows to Sicilian Avenue and the window to Vernon Place. The proposed signs would consist of metal letters fixed to a wooden board with lighting behind the letters. Signs are proposed inside both the window to Sicilian Avenue and the window to Vernon Place.

The signs are modest in design and represent a considerable improvement to the existing shopfront and the Conservation Area. The illumination of the signage within the building would not result in an inappropriate effect on the external elevation of the shopfront. It is considered that the signs would not be detrimental to public safety and express consent is recommended.

A non-illuminated hanging sign is also proposed to be attached to an existing bracket which benefits from deemed consent.

The round-headed window to the angle would have its glazing bar restored to align with the string course to match the shopfront on the opposite side of Sicilian Avenue. The existing stall riser would remain as existing.

Internally the proposals are to remove the existing false ceiling to reveal the original ceiling and cornice, to take down and rebuild an existing partition and to fit out the basement as a kitchen and the ground floor as a sandwich shop (Class A1). There are no important surviving features within the ground floor or basement which would be adversely affected by the proposals and these works are considered to be acceptable.

The removal of the roller shutters, the removal of the deep fascias and the installation of the internal signage which respects the door recess are all significant improvements to the appearance of this listed building and are welcomed.