

# CONSULTATION SUMMARY

## Case reference number(s)

2020/5889/A

## Case Officer:

Roberta Henriques

## Application Address:

70 Charlotte Street

London

W1T 4QG

## Proposal(s)

Display of non-illuminated fascia board, externally illuminated (trough light) advert to entrance and internally illuminated menu case.

## Representations

<b>Consultations:</b>	No. notified	0	No. of responses	0	No. of objections	0
					No of comments	1
					No of support	0

## Summary of representations

There is no statutory requirement to consult on application for advertisement consent. However, one comment has been received. A summary of the comment is below.

## *(Officer response(s) in italics)*

Summary of comments

- The proposed folded tray sign, ampersand, trough light and internally illuminated menu case do not make a positive contribution to the Charlotte Street CA
- The proposed design is a missed opportunity to enhance the setting

of the neighbouring Grade II listed 72 Charlotte street and the surrounding CA.

- The removal of the tray sign for a traditional fascia and cornice would be particularly beneficial.

*(Commentary on the grounds of representation, including balanced reasoning for recommendation)*

The fascia sign is appropriate in terms of size and location. It has no writing or illumination. Whilst a timber fascia would be more traditional the aluminium which is proposed is considered appropriate given that this is not a traditional shopfront. The size of the ampersand is suitable, and the trough light and illuminated menu case have suitably low luminance levels.

Therefore this signage preserves and enhances the character and appearance of the Charlotte Street Conservation Area and would not harm the setting of the Grade II listed 72 Charlotte Street.

**Recommendation:-**

**Grant advertisement consent**