

Delegated Report			Expiry Date:	18/10/2022
Officer			Application Number(s)	
Tania Clifford			2022/3618/A	
Application Address			Application Type:	
17 Endell Street London Camden WC2H 9BJ			Advertisement Consent	
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):	
			Refuse Advertisement Consent	
Proposal(s)				
Display of 1x internally illuminated fascia sign and 1x internally illuminated projecting sign (retrospective)				
Consultations				
Summary of consultation responses:		There is no statutory requirement to consult on applications for advertisement consent. No comments have been received.		
Site Description				
The site is a four storey modern building consisting of residential units to the upper floor and a shop at ground floor. The property is not listed, but is situated within the Seven Dials Conservation Area.				
Relevant History				
<u>At 43-47 Shelton Street and 15-17 Endell Street:</u> 2017/6734/P - Installation of replacement shopfronts (Use Class A1) – Granted 02/03/2018 2017/6735/P - Infilling of the existing rear courtyard and installation of a fixed roof-light. – Granted 06/02/2018 2019/4535/A - Installation of 2 externally illuminated projecting signs and 2 externally illuminated fascia signs – Granted 24/12/2019 - This application was amended to replace internally illuminated signs with externally illuminated signs.				
Relevant policies				
National Planning Policy Framework 2021				
The London Plan 2021				
Camden Local Plan 2017 A1 – Managing the impact of development D1 – Design D2 – Heritage D4 - Advertisements				
Camden Planning Guidance CPG1 Design (2021) – Chapter 6 CPG Advertisements (2018) – whole document.				
Seven Dials Conservation Area Statement				

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

Assessment

1. Proposal

- 1.1 The application relates to the display of 1x internally illuminated box fascia sign and 1x internally illuminated projecting box sign.
- 1.2 This application is retrospective as the signage is already in place.

2. Assessment

2.1 The principle considerations in the determination of the application are:

- Visual Amenity (Design and Heritage)
- Public Safety

Visual Amenity

2.2 Policy D4 states that *“Advertisements and signs should be designed to be complementary to and preserve the character of the Host building and local area. The size, location, materials, details and illumination of signs must be carefully considered. 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.”*

2.3 The policy further states that *“Consideration should be given to the intensity of the illumination surface area to be illuminated and the positioning and colours of advertisements. The type and appearance of illuminated signs should be sympathetic to the design of the building on which it is located. The method of illumination (internal, external, lettering, neon, etc.) should be determined by the design of the building.”*

2.4 This is supported by CPG Advertisements which also states that *“Advertisements and signs should respect the form, fabric, design and scale of the host building and setting. All signs should serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area.”* With regards to signage in conservation areas, the guidance also states that *“Advertisements in conservation areas and/or on listed buildings require detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements, of whatever type, 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”,* in line with Policy D4.

2.5 The Seven Dials Conservation Area Statement states that *“shop signage should be appropriate for the Conservation Area, respecting the proportions of the shop frontages, and maintaining the division between units and reflect the plot widths of buildings. Internally illuminated box signs are unacceptable and generally signage should be non-illuminated or externally illuminated. Signage will usually consist of one fascia sign and one projecting sign. Shop signs should not normally be above ground floor level.”*

2.6 The area is characterised by shop fronts with a mixture of non-illuminated hand painted fascia signs and externally illuminated signs. Of note, application reference 2019/4535/A at the site next door, 15 Endell Street, granted permission for externally illuminated adverts. When this application was originally submitted it included internally illuminated signs and the proposals were changed during the course of the application to copy with policy and ensure the

proposals did not harm the conservation area.

- 2.7 The current proposal is for installation of an internally illuminated box fascia sign and internally illuminated box projecting signs. The positioning of the fascia sign is considered to be appropriate, it is located in the dedicated fascia area of the shopfront. However, owing to it being an illuminated box sign it projects significantly from the shopfront appearing bulky and out of character.
- 2.8 The projecting sign is positioned above fascia level which is contrary to CPG Design which specifies that projecting and hanging signs should normally be level with the fascia rather than below or above it. The position of the fascia sign creates a disordered appearance which harms the appearance of the building.
- 2.9 The proposed fascia and projecting signs are internally illuminated box signs in which the whole sign would be lit up. Perspex lettering is applied externally to the fascia and projecting signs. In an area characterised by traditional shopfront signage which is either non-illuminated or externally illuminated the proposed materials and method of illumination result in unsympathetic and incongruous additions causing harm to the character and appearance of the building and Seven Dials Conservation Area.
- 2.10 It is considered that the proposed advertisements, due to their positioning, design, bulk, materials and method of illumination, fail to integrate with the surrounding environment and do not respect the form, design and scale of the host building and the wider conservation area contrary to Policy D2, D4 and CPG Design and Advertisements.

Public Safety

- 2.11 Advertisements will not be considered acceptable where they impact upon public safety, such as being hazardous to vehicular traffic (e.g. block sight lines, are more visible than traffic signals, emit glare) or pedestrian traffic (e.g. disrupt the free flow of pedestrian movement).
- 2.12 No public safety issues are raised in terms of distracting drivers or having a negative impact on pedestrians.

3. Recommendation: Refuse and warn of prosecution action

- 3.1 **Reason for refusal:** The internally illuminated fascia and projecting signs, by reason of their position, design, bulk, materials and method of illumination appear as unsympathetic and incongruous additions harming the character and appearance of the host building, the streetscape and Seven Dials Conservation Areas, contrary to policies D1 (Design), D2 (Heritage) and D4 (Advertisements) of the Camden Local Plan 2017.

You are advised that any future application for advertisement consent should include both elevation, and section drawings.