



DESIGN STATEMENT

RETROSPECTIVE APPLICATION FOR FASCIA SIGN

13 -15 THE CIRCLE, QUEEN ELIZABETH STREET,
LONDON, SE1 2JE

1.0 The Site

1.1

The site is located on the ground floor of a five storey building cornering Curlew Street and Queen Elizabeth Street just off The Circle.

1.2

The upper floors comprise of residential flats with balconies to the front and sides of the building. This local town centre mainly comprises of apartment blocks with shops on the ground floor. The proposal site currently operates as a restaurant called the 'Lovage'.

2.0 The Proposal

2.1

The proposal involves a retrospective planning application for the retention of the internally illuminated fascia sign in 3D lettering fixed to the wall facing Curlew Street.

3.0 Design Principle

- i). The development of the property should be in keeping with the style and character of the area.
- ii).The development should respect the amenity of neighbouring properties in terms or privacy, day lighting and disturbance due to noise from adjacent living areas.
- iii).The design of the proposed development should be in keeping with the general standards of the area in terms of design, amenity, layout, facilities and convenience, whilst projecting a fresh new look and promoting aesthetic appeal.

SOUTHWARK PLANNING

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4.0 Design Solution

4.1 Previous Fascia Sign

The previous fascia sign was called "The Circle Bar" (see photo) and extended vertically approximately 1.35 meters in three lines of text from just above the Curlew Street road sign. This sign measured approximately 2.25 metres in width thus covering an area of approximately 3.0m². It was styled in metallic 3D lettering, lacked any aesthetic appeal and was disproportioned to the street scene. This is quite clear from the photograph taken at night with a spotlight illuminating the signage.

4.2 Existing (Proposed) Fascia

4.3

The current fascia sign is also styled in 3D lettering but much more compact compared to the previous signage. It is built up Perspex with face panels in red and formed side and back in black. The upper text is internally illuminated with LED (Light Emitting Diodes) 12 volt lighting mounted in the back of the sign lettering with (1 Watt) 8 -10 LEDs in each letter emitting about 45-50 lumens per letter, giving **face illumination only**.

The lower text has the same lighting specifications as the upper text but with (1 Watt) 4-5 LEDs in each letter emitting 20-25 lumens per letter - giving face illumination only.

Efficiency of the LED lighting is compatible with GLS (general Lighting Service) and dichroic lamps (up to 12 lumens per Watt).

4.4

When compared to the other predominantly modern shopfront fascia signs in the street and the locality, the current (existing) fascia sign is well in keeping with the street scene and the conservation area.

4.5

The sign covers an area of approximately 2.5m² which is far less than the previous signage. It is also placed higher than the previous signage and located just beneath the oriel windows of the above flats which would effectively dampen the luminance of the signage when lit.

4.6

The luminance specification of the signage is in keeping with the standards, and when lit the red facing Perspex significantly reduces the glare effect which is negligible.

4.7

When indeed compared to other signage in the area the luminance of the 'Lovage' is rather muted. The 'Indian House' on Curlew Street further up has three internally illuminated signs vertically stretching from the first to the third floor of its building, the 'Starbucks' and 'Pizza Express' on Shad Thames have signage which altogether far exceeds the standards in terms of luminance and size (see photos).

4.8

Fercility J Lords located in between the square in Shad Thames and Gainsford Street is another example of disproportioned advertisement with two additional overpowering sign boxes on ground floor level (see photo).

4.9

Initially it was suggested by the Council to turn the lights off keeping the signage. It then transpired (rather inconsistently) that this was not sufficient and that even without illumination the signage was unauthorized and required advertisement consent.

4.10

Although the signage is in a corner location, the signage is compact and consists of a sensitive form of lighting which actually harmonises the corner. Without the luminance of the signage the corner does indeed look dark and bleak (see photo). Instead of causing a detrimental impact upon the visual amenity of the host building and its surrounding this signage with its combination of size, modern style and lighting does in fact compliment the area and the general townscape.

5.0 Summary

5.1

It is considered that the existing (proposed) signage will not adversely impact residential amenity or the visual amenity of the host building. Nor is it considered to have a detrimental impact upon the character and appearance of the Conservation Area and the general townscape.

5.2

The proposal is considered to be acceptable in terms of policy of the Council's adopted Local Plan and should reasonably be granted.