

**SUPPORTING STATEMENT
INCORPORATING HERITAGE STATEMENT**

LISTED BUILDING & ADVERTISEMENT APPLICATION

FOR:

**2 NO ILLUMINATED LED STRIP LIGHTS ABOVE FASCIA SIGNAGE,
PROJECTING HANGING SIGN WITH 2 NO ILLUMINATED STRIP LIGHTS, &
5 NO CONCEALED UPLIGHTERS TO FRONT FAÇADE**

AT

**LOKANTA TURKISH RESTAURANT
11-13 GREENWICH CHURCH STREET
GREENWICH
LONDON, SE10 9BJ**

FOR

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CONTENTS

1.0 INTRODUCTION

2.0 SITE AND SURROUNDINGS

2.1 Site

2.2 Surroundings

3.0 PLANNING HISTORY

4.0 SUBJECT OF THE APPLICATION

4.1 Illuminated LED Strip Lighting above Fascia signage

4.2 Illuminated LED Strip Lighting above Projecting Signage

4.3 Wall Up-lights to Front Façade

5.0 EFFECT ON THE LISTED BUILDING AND THE CONSERVATION AREA

6.0 HERITAGE STATEMENT

6.1 Introduction

6.2 Assessment of the Building

6.3 Assessment of the Setting and the Conservation Area

6.4 Effect on the Character of the Host Building

6.5 Effect on the Setting and the Conservation Area

7.0 SUMMARY

APPENDICES

Appendix 1: 1444.01 Location Plan

Appendix 2: 1444 / P01-05 Site Photographs: Front Elevation & Shop Front

Appendix 3: 1444 / P01-09 Neighbouring Shop Fronts: Signage Lighting

Appendix 3: 1444 / P010-14 Neighbouring Shop Fronts: Signage Lighting

Appendix 4.1 1444.04 Existing Signage & Lighting: Front Elevation

Appendix 4.2 1444.05 Existing Signage & Lighting: Detail Sections

Appendix 5.1 1444.10A Signage & Lighting: Front Elevation

Appendix 5.2 1444.11A Signage & Lighting: Detail Sections

1.0 INTRODUCTION

Nos 11-13 Greenwich Church Street are Grade II listed buildings in the West Greenwich Conservation Area, forming part of a larger terrace that is also locally listed. The site is part of the UNESCO World Heritage Site. The buildings were formerly houses built in the early-mid 18 century on 3 storeys, but now used as flats above the Lokanta restaurant on the ground floor level.

Our clients have recently refurbished and redecorated the building, and this included the shop front and fascia. As all they were basically doing was replacing old lights with the new energy efficient LED lights, that now appear to be the norm in central Greenwich, they had not thought that consent was required, however our client was informed by the Council's Planning Enforcement Officer that it was. Russell Associates had not been involved with the refurbishment but we were asked to assist with this matter. We therefore submitted a retrospective application to rectify this and to seek Advertisement Consent and Listed Building from the Council. Although the Enforcement Officer had only specifically referred to the illumination, to be on the safe side, and without prejudice as to whether consent was actually required, we also included the signage itself, in case that was interpreted as requiring consent.

Although in our view the upgraded shopfront is clearly one of the better ones in the area, and there are numerous examples of similar LED illuminated signage in other neighbouring shopfronts, nevertheless this was refused by the Council, although no objection was raised to the signage itself.

This was taken to Appeal where unfortunately it was dismissed. However, again no objection was raised to lighting per se, and the Appeal Decision in effect gives clear guidance as to what would be acceptable.

It is now proposed to revise the lighting in accordance with that guidance, and this is set out below.

The signage, signage illumination, and wall up-lighting create an elegant well considered frontage, that is a credit to the area, and all complies with the requirements within the 'Shops Signs, Advertisements and Illumination' Design Guidance Note, as well as with the guidance in the Inspector's decision. We would therefore be grateful for consent.

2.0 SITE AND SURROUNDINGS

2.1 Site

Lokanta Restaurant at Nos 11-13 is located on the west side of Greenwich Church Street in Greenwich Town Centre, between the shops 'Phillies' to the south and 'The Cutty Sark Gift Shop' to the north. The property at No.11-13 Greenwich Church Street is a Grade II listed building over three floors. It is recorded in the listing as formerly being two 18th century houses, however, both buildings have been substantially altered internally and externally over time, and now have two flats above a restaurant.

The restaurant has an attractive frontage at ground floor level, but one that is considerably altered from the original,. None of the frontage retains any historically valuable fabric (as with many of the other existing frontages in the immediate area), although it still makes a valid and positive contribution to the Conservation Area.

The building is constructed in brick and render with a slate roof concealed behind a stucco parapet. All the brickwork to the front, side and rear of the property now has either render or a paint finish.

At the rear of the site there is a large yard that was previously secluded and used for storage and external seating. This is bounded on all sides by blank painted walls to other properties. The yard is set at a lower level than the ground floor level of the neighbouring houses and gardens accessed from St Alfege passage. The rear yard is completely hidden from the main street and town centre. There is also a narrow passage on the north side of the restaurant leading to the rear yard and toward an external access staircase going to the 1st floor flats above. Recently, the owners have covered the yard with a timber deck, and constructed a new temporary pergola structure, and this is the subject of a separate application.

2.2 Surroundings

Greenwich Church Street is the A206, the main road linking Greenwich with Deptford and Woolwich. Greenwich Church Street is one of the main commercial streets in the centre of West Greenwich and lies within both the West Greenwich Conservation Area and the Maritime World Heritage Site. The area is diverse, vibrant and features flats, different shops, restaurants, cafes etc.

Greenwich Church Street is lined principally with shops and restaurants both sides of the street. The shops on this (west) side of the street include a number of retail outlets and restaurants in a varied and interesting parade that share a common building line to the street, but little else in terms of height, roof lines, roof form and storey heights. Most of these properties are 3 storeys high although there are several 2 storey buildings interspersed between these. Most of them feature shops and restaurants on the ground floor level and flats on the levels above. The largest building is St Alfege Church which is situated beyond the parade of shops after St Alfege's Passage. There is a variety of building styles in the area, but most buildings in the immediate vicinity of the Locanta Restaurant are of a traditional Georgian, or Victorian design. At the left side of the restaurant is Phillies which is a two storey shop, and to the right is 'The Cutty Sark Gift Shop' which is taller at 3 storeys with further accommodation in the roof space.

The site is only a short walk away from the Greenwich DLR Station and Greenwich Railway Station. There are good bus services virtually opposite the site in Greenwich Church Street, and nearby in Nelson Road and Greenwich High Street.

3.0 PLANNING HISTORY

There are a number of applications relevant to external and internal signage and changes to the shop front. Those most relevant are:

i) **Planning Ref: 84/0026/HB Decision: Approved 20 February 1986**
Alterations in association with change of use to restaurant and formation of self-contained flats over

This is the application that gave rise to the change of use and current configuration at the premises. Unfortunately the Council have no detailed records of this on their website, and apparently do not have a copy of the consent or documents. Our client is also unable to find a copy. There is no record of exactly what this consent included but it must be seen to have included signage and lighting.

- ii) **Installation of a new fabric blind, new lettering on fascia board, new timber panelling and new lights over fascia board.**
Council Ref: 95/0258/F Decision: Approved 25 October 1995
Council Ref: 95/0259/L Decision: Approved 29 November 1995

These applications confirm the presence of lights above the fascia, but could refer to either swan necked lights or uplights or both.

- iii) **Erection of a Single Storey Rear Extension, Installation of a New Shop Front and Internal and External Alterations.**
(Renewal Of Appeal Decision Dated 10/06/2004 Listed Building Consent Ref:02/1725/L & 02/1726/F)
Planning Ref: 10/1197/L & 10/1196/F Decision: Approved on 22 Sep 2010

This was not implemented

- iv) **Retrospective consent for two (2) Illuminated LED Strip Lights to replace six (6) Swan Neck lights above revised fascia signage, two (2) Illuminated Strip Lights with replacement projecting signage, and replacement of five (5) existing flood lights with five (5) LED wall uplights to front facade.**
Council Refs: 21/4462/L, 21/4106/A, Refused Feb 2022, Appeal Dismissed

This retrospective application was made to regularise the situation but was unfortunately refused. The reasons given for refusal were:

Reason for Refusal 1

The installed up-lighting to the face of the building is inappropriate to its character and appearance and is contrary to Chapters 12 and 16 of the National Planning Policy Framework 2019, Section 16 of the Planning (Listed Buildings & Conservation Areas) Act 1990; Policy HC1 London Plan (2021); and Policies DH3, DH(e) and DH(i) of the Royal Greenwich Local Plan: Adopted Core Strategy (with Detailed Policies) July 2014.

Reason for Refusal 2

The installed hanging sign by virtue of using a new bracket, is positioned too high on the building, to the detriment of its character and appearance and is contrary to Chapters 12 and 16 of the National Planning Policy Framework 2019, Section 16 of the Planning (Listed Buildings & Conservation Areas) Act 1990; Policy HC1 London Plan (2021); and Policies DH3, DH(e) and DH(i) of the Royal Greenwich Local Plan: Adopted Core Strategy (with Detailed Policies) July 2014.

Reason for Refusal 3

The installed trough lighting to the fascia, by virtue of its position above and projecting from the fascia, is detrimental to the character and appearance of the building and is contrary to Chapters 12 and 16 of the National Planning Policy Framework 2019, Section 16 of the Planning (Listed Buildings & Conservation Areas) Act 1990; Policy HC1 London Plan (2021); and Policies DH3, DH(e) and DH(i) of the Royal Greenwich Local Plan: Adopted Core Strategy (with Detailed Policies) July 2014.

It is this scheme that is now being revised to accord with the Inspector's comments.

**3.2 Mervali 17 Greenwich Church Street, Greenwich, London, SE10 9BJ
Internal refurbishment and replacement of existing external temporary
canopy with new permanent gazebo with polycarbonate opening roof panels.
Council Ref: 16/3859/F Approved Mon 10 Apr 2017**

This consent reinforces the use of the rear garden as ancillary to the main building and allows this rear garden to be covered over.

4.0 SUBJECT OF THE APPLICATION

This application is for consent for the illuminated hanging sign and lighting to the shopfront. The application does not include the actual fascia itself or the shop front both of which are existing. Neither does it now include the fascia signage itself as this was deemed to be acceptable by both the Council and the Inspectorate. The three elements of this application are:

- Illuminated LED Strip Lighting above Fascia signage
- Hanging sign and Illuminated LED Strip Lighting above
- Wall Up-lights to Front Façade

4.1 Illuminated LED Strip Lighting above Fascia signage

There were six swan necked downlights above the fascia, three to each side of the door, which were approved back in 1995. These are replaced 1 no. LED downward facing strip lighting above each of the two main fascia signs to each side of No.11 & 13 Greenwich Church Street. The length of the strip lighting spans a little over the length of the painted Lokanta restaurant logo on the fascia. As seen from the site photo, the LED Strip lighting subtly lights the fascia signage with good light distribution without causing unnecessary glare and brightness. The light system itself is light weight and thin with black finish which allows it to subtly blend with the shop front fascia.

This was refused consent and dismissed at Appeal however the Inspector stated

11. *The fascia signage is painted onto the existing timber shopfront and in this respect is appropriate to the buildings. However, the trough lighting above it is attached to the cornice which obscures this architectural feature. Furthermore, because it is attached to the cornice the fitting projects more than it would if it had been attached to the fascia and this gives it an awkward and prominent appearance.*
12. *I note the appellants' reference to trough lighting on other nearby buildings and I also acknowledge that The Council's SPD suggests that discrete trough lighting maybe acceptable. However, whilst trough lighting may be acceptable in some circumstances, for the above reasons, the trough lighting is not discrete and it therefore conflicts with the SPD.*

It follows from this that if the trough lighting is fixed below the cornice, so does not obscure this feature, and that if the projection is reduced then it would overcome the Inspector's concerns. This is therefore what is now proposed

There are a large number of other shops in the area that have similar or more extensive LED lighting, as shown on the attached photos at Appendix 3. Particular attention is drawn to the Gourmet Burger Kitchen at Photo P04, which has exactly the same relationship of the lighting to the cornice and the fascia signage. Although it is noted that the Gourmet Burger Kitchen has raised lettering on a traditional fascia, which is much less appropriate than at Lokanta.

This lighting now complies with policy and the Inspector's comments.

4.2 Hanging Sign and Illuminated LED Strip Lighting above

The former hanging sign was replaced by a new more elegant sign, hung on the external wall of the first floor in between No.11 & 13 Greenwich Church Street. The sign complied with the great majority of the guidance notes, in that it does not obscure any architectural features, it is a hanging sign as opposed to a projecting sign, the lettering relates to the name of the shop (not advertising products) etc. The only area where it does not fully comply is the height above ground, which it was thought was acceptable as it was a replacement sign not a new one as such.

However, this was refused consent and dismissed at Appeal however the Inspector stated:

13. *The illuminated hanging sign is fixed to a plain, utilitarian bracket which has an industrial appearance lacking in any aesthetic detail. It contrasts and jars with the elegant period building to which it is attached. Furthermore, it is large and situated high up on the building above the fascia. As a result it is unduly dominant on the historic façade, visually detracting from the elegant domestic architecture of the listed buildings and it is obtrusive in the street scene.*

No objection is raised to a hanging sign per se. Firstly, the sign is therefore proposed to be lowered and as such accords with hanging signs nearby on Greenwich Church Street at:

Buffalo.
The Whale Tea
Bianco
Spanish Galleon,

As these are all in the immediate area, this must be seen to be acceptable, and must also be seen to respect the character and appearance of the area.

Secondly in respect of the utilitarian bracket lacking aesthetic detail, the aforementioned brackets are similar but all have a wrought iron type detailing feature on top. This has therefore also been provided. This now complies with policy and the Inspector's comments.

No objection was raised to 2 no. slightly inward facing LED strip lights above the projecting sign, which accord with those on the Bianco nearby. They subtly light the projecting sign from both sides with good light distribution without causing unnecessary glare and brightness. The light system itself is light weight and thin with black finish which allows it to subtly blend with the projecting sign. Both being inward facing, it does not cause glare or effect passer-by's when walking along Greenwich Church Street. It is very common for hanging signs to be illuminated in a similar way.

4.3 Wall Up-lights to Front Façade.

There are 5 no. LED wall uplighters, on first floor level above the fascia, placed in between each of the windows. The wall lights have a grey finish and were installed above the high level artificial planting sitting above the fascia. Up-lights above the fascia are not new, and have been there for many years. They had been replaced by new inobtrusive lights which subtly illuminate the building creating a good ambience, as can be seen for the attached photograph at Appendix 2.

Unfortunately, this was refused consent and dismissed at Appeal however the Inspector stated:

15. *The 5 LED wall lights which illuminate the upper parts of the façade appear as additional clutter on the building and they are not in keeping with the buildings' elegant proportions and simplicity. The appellant says that the uplights have replaced even less attractive lights which they consider were lawful due to a previous consent. However, I do not have documentation to demonstrate that the previous lights were lawful and therefore I am not I am not persuaded that putting them back would be a realistic fallback position.*

We do not accept the Inspectors view on this, (which we propose to challenge) in respect of the fall back position as these lights were granted consent and have existed since the 1986 / 1995 consents. However, setting that aside, no objection is raised to uplighting per se, (bearing in mind that this is provided elsewhere in the town centre) The Inspector objects to the clutter. It follows that if the lights are lowered and concealed then there is no clutter and the Inspectors concern is overcome. This is now proposed.

5.0 EFFECT ON THE LISTED BUILDING AND THE CONSERVATION AREA

The shop front of the building has been considerably altered from the original over the years. None of the frontage retains any historically valuable fabric (as with many of the other existing frontages in the immediate area) although it still makes a valid and positive contribution to the conservation area. The fascia used to have swan necked lighting but now has been replaced by LED strip lighting. The previous swan lighting was of course not original and did not have any historical merit. The signage of Lokanta now creates an elegant shopfront in keeping with the character of the West Greenwich Conservation Area and the Maritime World Heritage Site.

The LED strip lighting is entirely in keeping with the Conservation Area and other surrounding buildings and shop fronts as illustrated in Appendix 3 which shows many examples of neighbouring shop fronts with similar fascia lighting. It therefore appears that the strip lighting that has been installed at Lokanta has now been deemed as acceptable and has in fact replaced the old swan neck lights as the norm in the surrounding area.

6.0 HERITAGE STATEMENT

6.1 Introduction

This statement addresses the requirements of Planning Policy 16, paragraphs 194 - 208 of the National Planning policy Framework, whereby a Heritage Statement is required to give an assessment of the significance of any application that has an effect on an identified heritage asset. In this case the site is a Grade II listed building located in the centre of Greenwich and is within the West Greenwich Conservation Area.

6.2 Assessment of the building

The building was built as 2 dwellings (No 11 and 13) originally in the C18 and is a Grade II Listed building. Each property has 3 storeys. It was converted to provide one single commercial unit many years ago with flats above, and the interior layout and details of both properties have been considerably altered over the years. The shopfront has a attractive frontage at ground floor level, and is one that is considerably altered from the original. None of the frontage retains any historically valuable fabric (as with many of the other existing frontages in the immediate area), although it still makes a valid and positive contribution to the Conservation Area. The building is constructed in brick and render with a slate roof concealed behind a stucco parapet.

Further to the above, the building is Grade II Listed and the entry by Historic England is as follows:

Early-mid C18 house of 3 storeys, 4 windows, now as 2 dwellings. Brown brick with red brick dressings. Hipped slated roof partly concealed behind later entablature and parapet in stucco. Gauged, flat brick arches to windows. No 11 has replaced sashes in near-flush box frames. No 13 has recessed, early C19 sashes with glazing bars in stucco lined reveals. Red brick 2nd floor band. Shops on ground floor, No 11 modern, No 13 mid C19. Nos 11 to 21 (odd) form a group.

6.3 Assessment of the Setting and the Conservation Area

The site is in the centre of Greenwich Church Street which is almost entirely commercial / retail on the ground floor, generally with residential above, and is in arranged in terraces that are generally historic. Greenwich Church Street is within the West Greenwich Conservation Area and within the Historic Town Centre. Section 4 of the Council's Conservation Area appraisal gives a good summary of the importance of this street, and states:

The traffic that funnels into the town from Creek Road and Greenwich High Road mars the appreciation of Church Street. It is nonetheless the town's oldest thoroughfare, full of vitality and interest. As the street rises from the waterfront, it twists past the market and the Church of St Alfege before widening at the junction of Greenwich High Road. The plots on the west side of the street are narrow and tapering, reflecting their medieval origins, although most of the buildings are from much later periods. No 45 Greenwich Church Street, with the remnants of a timber frame, is one of the earliest survivors.

A similarly fine grain is evident opposite on the market side of the street but this is part of Joseph Kay's redevelopment of 1831 for the Greenwich Hospital. The shops here are regular in width and shallow behind, backing onto the service yards and market itself. The passageways into the market have recently been paved in York stone. Kay adopted the then fashionable stucco for the facing material, following the example of John Nash and others in central London. Nelson Road (1829) and College Approach (1836) are each symmetrical and formal routes on axis with the Old Royal Naval College and anticipating its grandeur.

A new block and a curved arcade wraps around the Cutty Sark DLR station, sparsely detailed and bland at the Cutty Sark gardens end, it is largely respectful of the scale of its neighbours.

6.4 Effect on the Character of the Host Building

There are no alterations proposed to the internal fabric or layout of the building nor to the external historical fabric of the building itself. The only change is the addition of lighting and a hanging sign.

The shop front of the building has been considerably altered from the original over the years. None of the frontage retains any historically valuable fabric (as with many of the other existing frontages in the immediate area) although it still makes a valid and positive contribution to the conservation area. The new alterations do not adversely affect the character or appearance of the building and we believe they are an improvement on the appearance of the existing shop front and will improve its functionality and accessibility.

6.5 Effect on the Setting and the Conservation Area

The fascia used to have swan necked lighting but now has been replaced by LED strip lighting. The previous swan lighting was of course not original and did not have any historical merit. The existing signage of Lokanta with the addition of the various types of illuminated lighting creates an elegant shopfront in keeping with the character of the West Greenwich Conservation Area and the Maritime World Heritage Site. The LED strip lighting is entirely in keeping with the Conservation Area and other surrounding buildings and shop fronts as illustrated in Appendix 3 which shows many examples of neighbouring shop fronts with similar fascia lighting. It therefore appears that the strip lighting that has been installed at Lokanta has now been deemed as acceptable and has in fact replaced the old swan neck lights as the norm in the surrounding area.

Overall, the changes does not have any material or adverse effect on the character and appearance of the Conservation Area.

7.0 SUMMARY

Basically, all that has been done is to replace the old out of date signage and lighting related to the former name of the restaurant, with new signage and lighting.

The painted fascia signage has been repainted with the new painted signage with the new name of the premises, and this has been deemed to be acceptable.

The old swan necked lights have been replaced by the new LED strip lights that now appear to be the norm in the centre of Greenwich. Above this the old hanging sign has been replaced by a new hanging sign, with subtle lighting, and the old up-lights have been replaced by new LED lights. There are not actually any new lights as such, just replacement lights, which in all cases are more energy efficient.

A retrospective application was submitted for the above changes. Although in our view the upgraded shopfront is clearly one of the better ones in the area, and there are numerous examples of similar LED illuminated signage in other neighbouring shopfronts, nevertheless this was refused by the Council, although no objection was raised to the signage itself. This was taken to Appeal where unfortunately it was dismissed, but again no objection was raised to lighting per se, and the Appeal Decision in effect gives clear guidance as to what would be acceptable. The proposal have now been modified in accordance with that guidance in all respects

We would therefore be grateful for approval for the illuminated signage lighting as now proposed.

Russell Associates Architects