

Delegated Report

Expiry Date:

19/05/2010

Officer

Ewan Campbell

Application Number(s)

2022/2672/A

Application Address

8 Basement And Ground Floor
Gate Street
London
Camden
WC2A 3HP

Application Type:

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s):

Refuse Advertisement Consent and Warning
of Prosecution Action to be Taken

Proposal(s)

Erection of advertisements namely 1x illuminated Fascia sign and 1x illuminated 'other' sign.

Consultations

Summary of consultation responses:

One (1) response from the Bloomsbury CAAC.

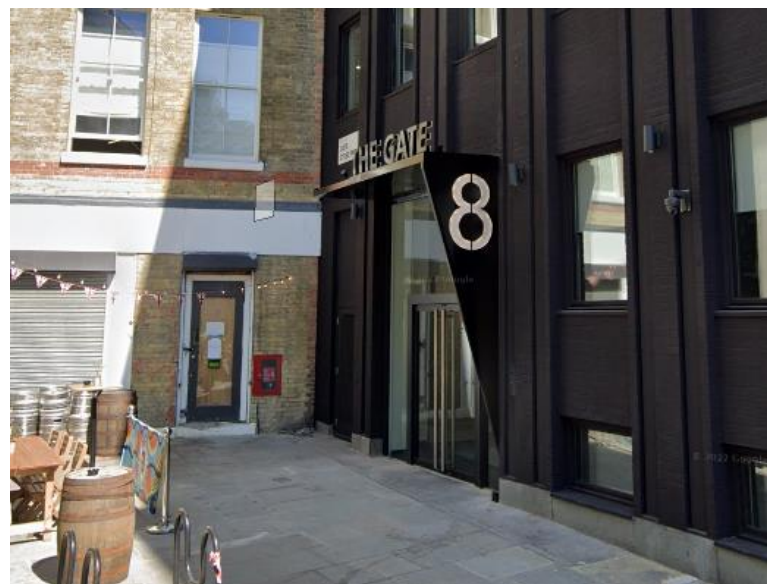
- Size is far too large and is overwhelming
- Sensitive and historic nature of street and therefore illuminated signage not appropriate
- Fails to fall in line with Camden's CPG documents

Site Description

The Site is located on a narrow side street with a number of historic buildings surrounding. No. 8 is a 5 storey dark painted-brick commercial building.

The application site is located in Bloomsbury Conservation Area. It is not listed as a positive contributor.

It is confirmed that the development has already taken place and therefore the proposal is retrospective. Please see image below:



Relevant History

2022/4900/P – Creation of a roof terrace. Granted 24/01/2023

2022/4880/P - Variation of condition 2 (approved plans) of planning permission ref. 2021/6232/P dated 12/04/2022 (for Installation of entrance canopy and new secondary entrance door, creation of two roof terraces, replacement roof plan and associated works), to allow alteration of design of the approved roof terrace. Granted 24/01/2023.

2022/0277/P – Change of use of forth floor or 8 Gate Street from residential use (Use Class C3) to office use (Use Class E(g)(i)). Granted 12/05/2022.

2021/6232/P – Installation of entrance canopy and new secondary entrance door, creation of two roof terraces, replacement roof plan and associated works. Granted 12/04/2022.

Relevant policies

Camden Local Plan 2017

Policy A1 Managing the impact of development

Policy D1 Design

Policy D2 Heritage

Policy D4 Advertisements

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

Camden Planning Guidance 2011 (as amended)

Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough

Assessment

Proposal

The application relates to the installation of one no. fascia internally illuminated sign with black text with white illuminating 5mm keyline fixed to black entrance canopy against a brick façade. The illuminance level would be 200 cd/m²

Another internally illuminated sign proposed is a white '8' numeral on black canopy cladding panels. The illuminance level would also be 200 cd/m².

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

Design

Policy D1 (Design) of the Camden Local Plan 2017 states that; Good design takes account of its surroundings and preserves what is distinctive and valued about the local area. Careful consideration of the characteristics of a site, features of local distinctiveness and the wider context is needed in order to achieve high quality development which integrates into its surroundings

Policy D4 (Advertisements) 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. The Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building.'

Bloomsbury Conservation Area showcases a distinctive architectural character that reflects its rich history. The neighbourhood contains a mix of Georgian and Victorian townhouses, with intricate details and decorative facades. The area's grandeur is further enhanced by its picturesque garden squares, offering tranquil spaces. The preservation and appreciation of these architectural treasures contribute to the unique character and allure of the Bloomsbury Conservation Area.

The end of Gate Street a quiet and historic part of the Conservation Area. The signage in this location is sympathetic to these surroundings, remains subordinate in nature and is not internally illuminated.

Both proposed signs are dominant in character and are at odds with the prevailing historic character. This incongruous introduction is compounded by the fact they are both internally lit which increases their visibility and impact on the character of the conservation area. The design is not of a particularly high quality and the area does not feature any internally illuminated signage. As such, it is considered that the proposal neither preserves or enhances the character of the conservation area and therefore it fails to comply with policies D1, D2 and D4 of the 2017 Local Plan. This also fails to comply with Camden's Planning Guidance for Advertisements. Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

The proposed signage by reason of its siting, scale, design, and illumination would result in undue harm to the visual amenity of the area and therefore cannot be considered acceptable on this basis.

Amenity

Policy A1 (Managing the impact of development) seeks to protect the amenity of Camden's residents by ensuring the impact of development is fully considered and by only granting permission or consent for development or alterations that would not harm the amenity of communities, occupiers and neighbouring residents.

Although the proposed illumination levels of the fascia signs are 200 cd/m², the site is not in proximity to residential occupiers and is kept to the ground floor. Therefore, the proposals are not considered to

cause undue harm to neighbouring amenity in this location.

Public Safety

Policy D4 (Advertisements) of the Camden Local Plan 2017 states that Highway safety, with focus on vulnerable road users should be considered. Advertisements will not be considered acceptable where they impact upon public safety including result in glare and dazzle or distract road users because of their unusual nature, disrupt the free flow of pedestrians or endanger pedestrians.

The proposed advertisements are not considered to be harmful to either pedestrian or vehicular traffic, therefore; in terms of public safety, the proposal is considered acceptable

Recommendation

The proposed advert is contrary to policies D1, D2 and D4 of the Camden Local Plan and the application is therefore recommended for refusal. Prosecution proceedings are also recommended.

A. Refuse Advertisement consent for the following reason

The fascia signs, by virtue of their design, size, illumination and positioning would create an overbearing and incongruous feature that is considered detrimental to the architectural integrity of the host building, streetscape and the Bloomsbury Conservation Area contrary to policies D1 (Design), D2 (Heritage) and D4 (Advertisements) of the Camden Local Plan 2017

B. The matter shall be passed to the Enforcement Team with a view to instigating prosecution for unauthorised display of advertisements

The notice shall allege the following breaches of planning control:

1. The installation of two internally illuminated fascia signs at the entrance of 8 Gate Street.

What are you required to do:

1. Completely remove the fascia signs or;
2. Appeal the decision.

Period of compliance: 14 days.

Reasons why the Council consider it expedient to issue the notice:

It appears to the Council that the above breach of planning control has occurred within the last 4 years.

The fascia signs, by virtue of their design, size, illumination and positioning would create an overbearing and incongruous feature that is considered detrimental to the architectural integrity of the host building, streetscape and the Bloomsbury conservation Area contrary to policies D1 (Design), D2 (Heritage) and D4 (Advertisements) of the Camden Local Plan 2017.