

Delegated Report

(Members' Briefing)

Expiry Date:

29/11/2023

Officer

Sonia Cupid

Application Number(s)

2022/4253/A

Application Address

267 High Holborn
London
Camden
WC1V 7EE

Application Type

Advertisement Consent

1st Signature

**2nd Signature
(If refusal)**

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

1 no. internally illuminated lettering sign

Consultations

Summary of consultation responses:

One letter of objection has been received Bloomsbury Conservation Area Advisory Committee.

Objection to original proposals:

One of the BCAAC's principles is that internally illuminated signs are always inappropriate in a Conservation Area. We therefore object to this application.

Case officers' response: *Revisions were sought from the applicant prior to the concerns raised by Bloomsbury Conservation Area Advisory Committee. The level of illumination and type of fascia sign (lettering) proposed demonstrates that the agent has taken into consideration that illuminated signs are not readily deemed appropriate in a conservation areas. Each application must be considered on its own merits. In this instance, the shopfront forms part of a robust contemporary building on which a low level illuminated letter only fascia sign, as proposed, would both compliment the building and preserve and enhance the character and appearance of the conservation area. Officers are satisfied with the proposed design of the fascia/lettering sign and specified illumination levels.*

Site Description

The application site is a ground floor unit which sits within an 8-storey office building on High Holborn, London, WC1V 7EE

The property is situated on the southside of High Holborn and is adjoined by commercial buildings to the east and the Rosewood London to the west. Buildings also within commercial use bound the site to the south which then front onto Lincoln's Inn Fields. The building is not listed but is considered to be a building of merit in the Bloomsbury Conservation Area. The adjoining hotel is Grade II listed.



Relevant History

AS9904003 - 24/12/1998 - The display of externally illuminated fascia sign and strip neon illuminate along glass canopy, as shown by drawing number 1360/03. **Granted - 11/03/1999**

AS9904392 – 21/4/1999 - The display of an externally illuminated fascia advertisement sign, as shown on drawing numbers 1360/08. **Granted 10/06/1999**

CA375/AD2107 - 06/09/1982 - Royal Connaught Public House, 267 High Holborn, WC1 The display of an externally illuminated fascia sign consisting of sign written lettering. **Granted – 2711/1982**

Relevant policies

National Planning Policy Framework 2023

The London Plan 2021

Camden Local Plan 2017

- A1 Managing the impact of development
- A4 Noise and vibration
- A3 Biodiversity
- D1 Design
- D2 Heritage
- D3 Shopfronts
- D4 Advertisements

Camden Planning Guidance (CPG) 2018-2021

CPG Advertisements (March 2018)

CPG Design (March 2019)

Bloomsbury Conservation Area Appraisal and Management Strategy

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

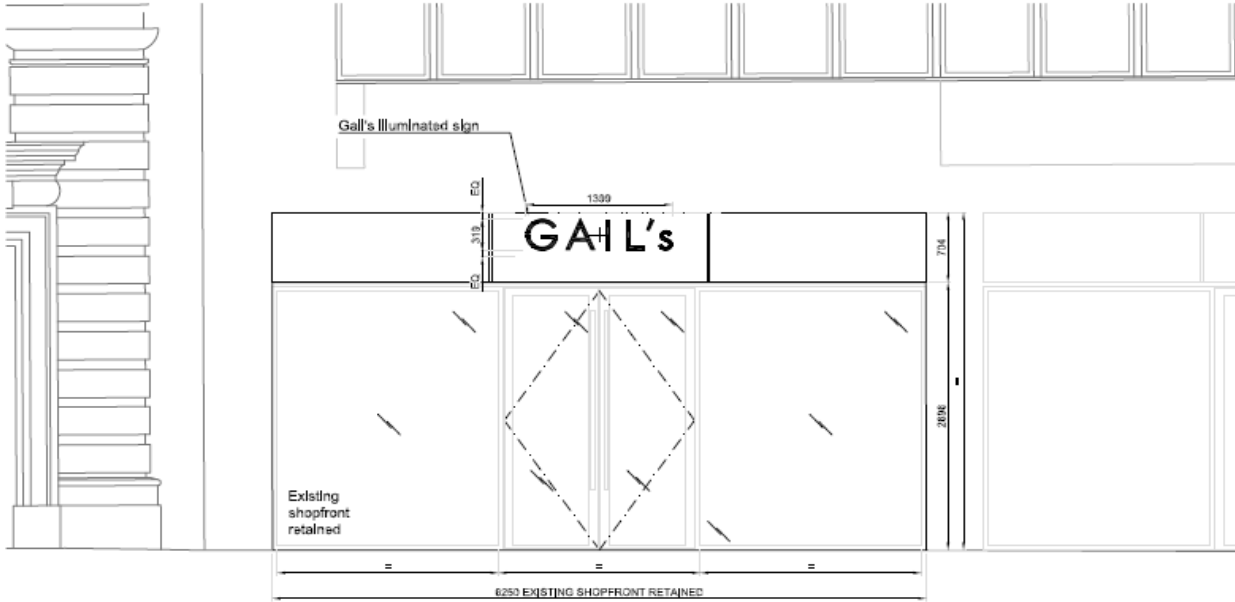
Assessment

1. Proposal

1.1 The proposal includes the following elements:

- 1 no. internally illuminated lettering sign

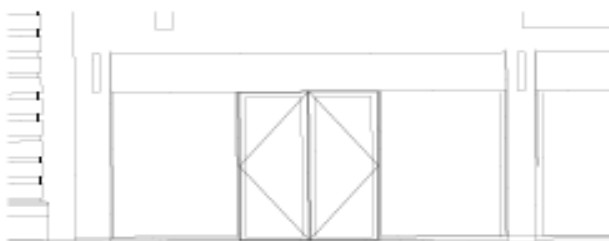
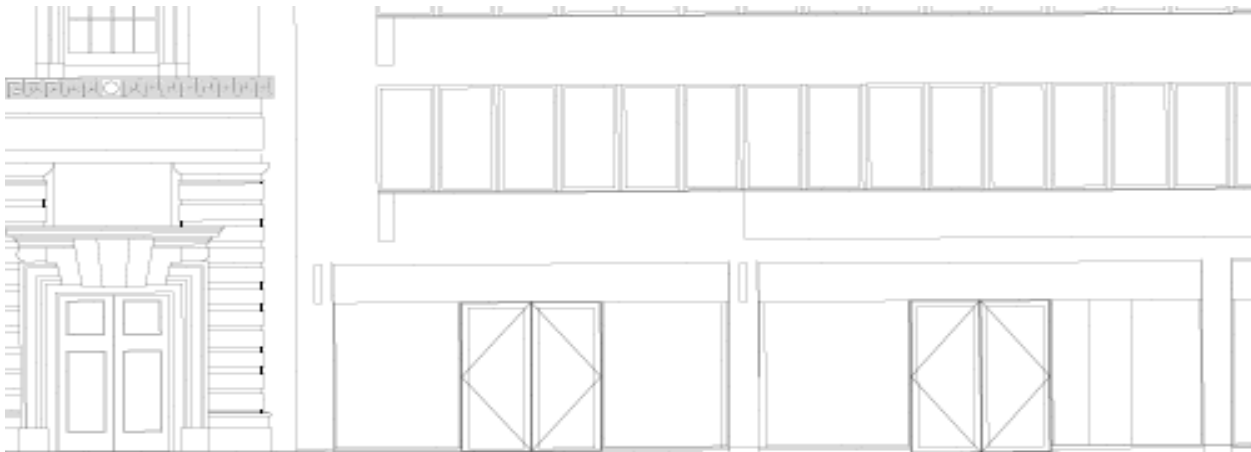
Proposed elevations



① PROPOSED SHOPFRONT ELEVATION

Scale 1:50

Existing Elevation



MADE

2 Amendments

2.1 To overcome concerns raised by the Bloomsbury Conservation Area Advisory Committee and officers the following amendments were made to the proposal:

- Individual lettering has been proposed instead of an illuminated fascia board
- Illumination levels are set at set at 250 cd/m Removal of a projecting sign.
- Removal of an awning.

3 Assessment

3.1 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.

3.2 The principle considerations in the determination of the advertisement application are:

- the impact of the proposal on visual amenity; and
- the impact of the proposal on highway, pedestrian and cyclist's safety.

4 Design

4.1 Local Plan Policy D1 (Design) establishes that 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 in Camden which integrates into its surroundings. It advises that "Good design takes account of its surroundings and preserves what is distinctive and valued about the local area."

4.2 Local Plan Policy D2 (Heritage) also states that the Council will only permit development within conservation areas that preserve and enhance the character and appearance of the area. The Bloomsbury Conservation Area Statement (adopted in April 2011) supports this when stating that its designation as a conservation area provides the basis for policies designed to preserve or enhance the special interest of such an area.

4.3 Local Plan Policy D4 (Advertisements) establishes that 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 and be of the highest standard of design, material and detail. Furthermore, advertisements will not be considered acceptable where they impact upon public safety.

4.4 Camden Planning Guidance - Design sets out detailed principles for design of shopfronts. In respect of adverts it states, that:

- Any corporate "house styles" or branding should be appropriately and sensitively adapted to respond to and fit in with the context of the building or surrounding street.
- Any signage or lettering should be uncluttered and respect the character and design of the building.

4.5 The internally illuminated lettering shall be placed onto an existing fascia board. The illumination will be static and set at 250 cd/m which is much lower than the prescribed illumination levels and would be considered appropriate in the Conservation Area. The size of the lettering is modest in size and design and considered appropriate for this modern shopfront.

4.6 It is considered that the overall signage is modest and entirely appropriate for this shopfront. It does not harm the character and appearance of the property, streetscene and conservation area nor the setting of the adjoining listed building.

4.7 The proposal is considered to preserve and enhance the character and appearance of the host building and the Bloomsbury Conservation Area. 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.

5 Public Safety and amenity.

5.1 The proposal is not considered to cause any adverse impacts on neighbouring amenity or on public safety.

6 Recommendation

6.1 It is therefore recommended that (1) advertisement consent be granted.

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 25 March 2024, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to www.camden.gov.uk and search for 'Members Briefing'.