

Delegated Report	Expiry Date:	30/01/2014
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Officer	Application Number(s)
Emily Marriott-Brittan	2013/7916/A

Application Address	Application Type
15-27 BRITAINA STREET LONDON WC1X 9JP	Advertisement Consent

1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s)
			Grant Advertisement Consent

Proposal(s)
 Display of 1 X Non-illuminated double-sided projecting blade sign; 1 X non illuminated double-sided fixed projecting sign; illuminated square sign.

Consultations	
Summary of consultation responses:	N/A

Site Description
 The site is located on the corner of Britannia and Wicklow Streets and is located in the Kings Cross St Pancras Conservation Area. Planning permission was granted in 2012 for a 226 bedroom student accommodation.

Relevant History
L15/11/C/7665 – Historic application for the carrying out of alterations and extensions including an additional floor over part at 3rd floor level, at No. 27, Britannia Street, Camden.

20123/3082/P - Redevelopment of site (involving the retention of facades facing Britannia St and Wicklow St, retention of eastern blocks adjoining railway line, demolition of remainder of site, alterations and extensions, and change of use from offices (Class B1)) and erection of a mixture of 5 - 6 storey high blocks to provide Sui Generis student accommodation (226 bedrooms) with associated performance space / gallery, communal areas and an external courtyard and 2 roof terraces; two Class C3 studio flats facing Wicklow Street; and one Class B1 office unit in basement.

Relevant policies
LDF Core Strategy and Development Policies
 CS14 – Promoting high quality places and conserving our heritage
 DP24 – Securing high quality design
 DP25 – Conserving Camden’s Heritage

Town and Country Planning (Control of Advertisements) (England) Regulations 2007
Camden Planning Guidance 2011 (as amended)
Kings Cross/St Pancras Conservation Area Statement

Assessment

Proposal

Display of 1 X Non-illuminated double-sided projecting blade sign; 1 X non illuminated double-sided fixed projecting sign; illuminated square sign. Sign one and two will read 'Depot Point' and sign three 'The Student Housing Company'. Sign one will measure 3m high and 0.45m high, sign two 0.8m high and 0.8m wide and sign three 0.975m high and 0.975m wide.

Sign three will be internally illuminated (letters only) and will be static.

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.

Amenity

The signs do not obscure any prominent architectural features of the building and are considered acceptable in terms of proportions and design. The proposal is considered to be acceptable as it will not harm the character or appearance of the host building or other buildings located nearby or the wider conservation area. Sign three above the main entrance is the most prominent of the three in terms of location, however, it is considered unlikely that it would have a negative impact on the existing architectural features above front entrance (which read 'erected A.D 1900' & 'Offices') due to the modest proportions and design.

It is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers. All three signs are located at least 3m above ground level and no external illumination or intermittent illumination is proposed.

Public Safety

The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

Recommendation:

The proposed advert is in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.