

<b>Delegated Report</b>		<b>Analysis sheet</b>	<b>Expiry Date:</b>	23/12/2013
		N/A / attached	<b>Consultation Expiry Date:</b>	5/12/13
<b>Officer</b>			<b>Application Number(s)</b>	
Alan Wito			1) 2013/5615/A 2) 2013/5742/L	
<b>Application Address</b>			<b>Drawing Numbers</b>	
Renaissance London Chancery Court Hotel 252 High Holborn London WC1V 7EN			See decision notice	
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>	
<b>Proposal(s)</b>				
Replacement of existing signs and display of additional signs (both internally and externally illuminated) to the external walls of the hotel.				
<b>Recommendation(s):</b>		1) Grant Advertisement Consent 2) Grant Listed Building Consent		
		1) Advertisement Consent 2) Listed Building Consent		

<b>Conditions or Reasons for Refusal:</b>	<b>Refer to Draft Decision Notice</b>					
<b>Informatives:</b>						
<b>Consultations</b>						
<b>Adjoining Occupiers:</b>	No. notified	<b>00</b>	No. of responses	<b>00</b>	No. of objections	<b>00</b>
			No. electronic	<b>00</b>		
<b>Summary of consultation responses:</b>	A site notice was put up outside of the property from 6/11/13 to 27/11/13 and a press notice published on 14/11/13 but no responses were received as a result of this.					
<b>CAAC/Local groups* comments:</b> *Please Specify	N/A					

## **Site Description**

The Chancery Court Hotel is the former London Head Office of Pearl Assurance. It dates from various phases between 1912 and 1962 in the High Baroque style, mainly to the designs of H Percy Monckton and E. A. Runtz. It is 6 storeys high (capped with a double mansard and also including basement accommodation) and arranged around a courtyard. It is grade II listed and lies within Bloomsbury Conservation Area.

Whilst the exterior is considered to be particularly impressive much of the interior has been altered when the building was converted to a hotel (see relevant history section below). The northern block contain the majority of the historic features including a grand marble staircase and panelled rooms. The other three blocks contain a rather generic hotel layout with no features of note being found in these spaces.

The surrounding area is a mix of building types and styles, which along High Holborn are predominantly of a similar scale to the application site building and including retail and related uses at ground floor level and largely office uses on the upper floors. The majority of buildings on the opposite side of Whetstone Park (which front onto Lincoln's Inn Fields) are also grade II listed, including the Sir John Soane museum, and are of a smaller scale and proportion to the application building.

## **Relevant History**

2012/1547/P & 2012/1548/L - Internal and external alterations in association with refurbishment of existing hotel (Class C1), including creation of two roof terraces with balustrades at seventh floor and one roof terrace with balustrade at eighth floor level, installation of gate to east elevation, screen to rear elevation, fountain and replacement entrance to courtyard at ground floor level and various associated works. Granted 21/8/2012.

## **Relevant policies**

### **LDF Core Strategy and Development Policies**

CS5 – Managing the impact of growth and development

CS14 - Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP25 – Conserving Camden's Heritage

DP26 – Managing the impact of development on occupiers and neighbours

DP30 - Shopfronts

### **Camden Planning Guidance 2013**

### **Bloomsbury Conservation Area Statement**

## **Assessment**

This application seeks to replace eleven existing signs, largely like for like, and install additional signs to the hotel.

Where existing signs are replaced this is done on a near like for like basis in terms of the size, materials (bronze) and positioning on the building. The details of the design and the location are sympathetic to the building and are acceptable.

Additional signage is appropriately sized and located on the adjacent to the relevant door. Bronze is used mostly which matches the rest of the new signage although in one case nickel is used. Where illuminated the method of lighting is sympathetic, being only the lettering rather than the sign as a whole.

The signage is small in size and is fitted flush with the face of the building, it is therefore not considered to be detrimental to highway or pedestrian safety.

## **Recommendation**

The proposed works are considered to preserve the special interest of the listed building and the character and appearance of Bloomsbury Conservation Area, it is therefore recommended that both listed building consent and advert consent are granted.