

Delegated Report

Expiry Date:

16/12/2013

Officer

Sally Shepherd

Application Number(s)

2013/6784/A

Application Address

26 Red Lion Square
London
WC1R 4HQ

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Display of 2 x non-illuminated fascia signs to Theobalds Road elevation and 1 x non-illuminated fascia sign to Old North Street elevation at ground floor level

Consultations

Summary of consultation responses:

N/A

Site Description

The application site relates to 7-storey office building situated on the corners of Red Lion Square, Old North Street and Theobalds Road. The main entrance fronts onto Red Lion Square, however this application relates to the Theobalds Roads and Old North Street elevations.

The site is not listed or in a conservation area but is adjacent to the Bloomsbury Conservation Area and the Grade II listed Conway Hall.

Relevant History

2013/1938/A – Advertisement consent granted on 23/05/2013 for 'display of 'number 26' at ground floor level to main Red Lion Square entrance.

8980033 – Advertisement consent granted on 17/05/1989 for the display of two non-illuminated hoardings measuring 6m X 3m to the Theobalds Road frontage of the redevelopment site 26-31 Red Lion Square/53-67 Theobalds Road for the purpose of detailing names of professional advisors and details of scheme prior to completion of development

9080043 – Advertisement consent granted on 22/08/1990 for the display of two internally illuminated corporate identity logo signs one single sided located at first floor level on Red Lion Square frontage one double sided projecting at corner of Theobalds Road and Old North street

ASX0105488 – Advertisement consent application withdrawn on 21/01/2002 for display of internally illuminated fascia signs, one above Theobalds Road entrance and the other the Old North Street elevation ground floor window.

Relevant policies

LDF Core Strategy and Development Policies:

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP26 – Managing the impact of development on occupiers and neighbours

Camden Planning Guidance 2013:

CPG 1 – Design

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

Assessment

Proposal

The application relates to the installation of 3 x non-illuminated fascia signs to the property. Two of the signs will be located on the Theobalds Road elevation and one on the Old North Street elevation. All three signs will measure 1.1m (h) x 2.6m (w) x 0.04m (d) and will have 3mm lettering stating 'groupm'.

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 sign does not obscure any architectural features of the building and are considered acceptable in terms of proportions and design. It is not considered that the sign would be unduly obtrusive in the street scene or disturb residents or occupiers.

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:

Grant Advertisement Consent