

Delegated Report		Analysis sheet	Expiry Date:	20/09/2013
		N/A / attached	Consultation Expiry Date:	29/08/2013
Officer		Application Number(s)		
Victoria Pound		2013/4782/L 2013/3712/A		
Application Address		Drawing Numbers		
42 Bloomsbury Street London WC1B 3QJ		See decision letter.		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
Installation of one externally illuminated projecting sign to front of building.				
Recommendation(s):		Refuse listed building consent Refuse advertisement consent		
Application Type:		Listed Building Consent Advertisement Consent		

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	00	No. of responses	00	No. of objections	00
			No. electronic	00		
Summary of consultation responses:	Press and site notices displayed. One response received from Bloomsbury association, below.					
CAAC/Local groups* comments: <small>*Please Specify</small>	<p>Objection received from Bloomsbury Association:</p> <p>“The Bloomsbury Association objects to these applications and wishes to make the following comment.</p> <p>1) We are concerned about the appropriateness of the proposal for the Bloomsbury Conservation Area. Policy DP25 states that the Council will ‘only permit development within conservation areas that preserves and enhances the character and appearance of the area’. We feel it would be damaging to the streetscape and do not feel that it meets the high standard required by Policy DP30.</p> <p>2) The proposal would have a damaging effect on the character and appearance of a building of special architectural or historic interest and on the group value of the terrace of which it is a part, a terrace of houses dating from 1766.</p> <p>The Bloomsbury Association supports good quality design that will enhance Bloomsbury’s townscape. We are concerned that this proposal does not and we look to the Council to refuse the application.”</p> <p><i>Officer response – see body of report, below, for assessment.</i></p>					

Site Description

Grade II listed former town house, now in educational use. The building lies within a terrace of 19 which dates from c.1766, and which leads to Bloomsbury Square from the south. The site is within the Bloomsbury conservation area.

Relevant History

None directly relevant.

Relevant policies

LDF Core Strategy and Development Policies

Town and Country Planning (Control of Advertisements) (England) Regulations 2007 Camden Planning Guidance 2011 (as amended)

- CS5 – Managing the impact of growth
- 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

Assessment

It is proposed to erect an externally-illuminated projecting sign at ground floor level, adjacent to the fanlight over the main door, which measures 650mm x 700mm, and is lit from above using slim LED lights. The sign is metal with applied vinyl lettering.

Listed building considerations:

The terrace in which the building sits is predominantly in commercial and educational use, but it retains its domestic character, with little external manifestation of the existing uses. There are three projecting signs within the terrace further to the south, two of which benefit from consent dating from the 1980s, prior to current policy and guidance, and one which is not consented. These examples are not considered to set an appropriate precedent.

The erection of a further projecting sign within this listed terrace is considered to have a detrimental impact upon its domestic character and its special architectural and historic interest.

Advertisement consent considerations:

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 principle of the sign is considered to be harmful to the visual amenity of the building and terrace, for the reasons given above. However it is not considered that the sign would disturb residents or occupiers.

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

In summary, the proposed sign is not considered to meet the relevant local and national policies and guidance, and therefore refusal is recommended.

