

Delegated Report (Member's Briefing)				Expiry Date:	19/07/2013
Officer			Application Number(s)		
John Nicholls			2013/3174/A		
Application Address			Application Type		
70 Lambs Conduit Street London WC1N 3LN			Advertisement Consent		
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s)		
			Grant Advertisement Consent		
Proposal(s)					
Display of 3x externally illuminated fascia signs and 1x non illuminated window signs					

Consultations

Summary of consultation responses:

No neighbour notification letters or publicity was sent out or displayed for this application. Four letters of objection have been submitted one of which is from the Rugby and Harpur Residents Association, and these are summarised as follows:

- The proposed signage would be inappropriate for our area. The shops in the Lamb's Conduit Street / Great Ormond Street area are almost without exception independent traders. Their common style is one of restraint and individuality. Ryman's application would be completely out of character for the area. No shops in the area have illuminated fascias and none of them block their windows with strident advertising posters. The proposed signage is appropriate for a high street of multiples, not for a street full of small specialist shops.
- The bright red signage, the large primary colour display and the TV screen no doubt provide excellent branding for Ryman's, but are totally out-of-keeping with the rest of the street. If approved the whole character of the street will be affected and the unique non-brand environment will be lost.
- The signage should be very significantly toned down to reflect the environment in which the brand will operate.
- The proposed signage will be offensive to the eye and completely out of character with the historic and generally restrained character of the frontal elevations of the buildings in the immediate area.
- It will have a negative impact on the visual amenity of local residents and visitors to the area.
- The branch at 15 Hanover Street W1 uses an entirely different style of branding – more in keeping with its local environment. There is a clear precedent for a much toned down application of the corporate colours and design, where this approach is more appropriate to the situation and surroundings.

Officer response: These points have been responded to in paragraphs 1.4 - 1.5 and 2.3 - 2.8 of the assessment.

Site Description

A ground floor retail premises that occupies a corner site at the junction of Lamb's Conduit Street and Great Ormond Street. Located within the Bloomsbury Conservation Area, it is considered both a positive contributor and as having a shopfront of merit. The property is not listed.

The Bloomsbury Conservation Area Appraisal and Management Strategy (2011) states that this area is characterised by a mix of land uses, with relatively narrow streets with continuous building frontages that provide a good sense of enclosure and subsequently noticeably urban character. Most properties are 18th and 19th century brick town houses, 3-4 storeys in height with shops more often than not at ground level. Other building types exist which reflects the variety of uses within the streets.

Relevant History

ASX0004166 - Display of externally illuminated fascia and projecting sign – Granted - 14/03/2000

2006/2346/P and 2006/2350/A - Installation of a new shopfront, including the replacement of the existing entrance door with new and the installation of glazing to replace an existing side door and the display of two externally illuminated projecting signs and two externally illuminated fascia signs – Granted - 28/07/2006

Relevant policies

NPPF 2012

London Plan 2011

LDF Core Strategy and Development Policies

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

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

Camden Planning Guidance 2011

Assessment

1.0 Proposal

- 1.1 The application relates to three fascia signs, which wrap around the splayed corner of the site, with externally illuminated trough lights above each one, and one interior vinyl sticker applied to the inside of the fan light above the splayed front door.
- 1.2 Other signage shown on the plans are vinyl stickers or TV screens attached to the back of cabinets within the shop and are, therefore, considered to benefit from deemed advert consent and are only shown on the plans for information purposes.
- 1.3 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.

Amendments

- 1.4 The Council has requested that all but one of the vinyl prints should be removed from the inside of the shop windows and the applicants have also removed one of the TV screens originally proposed. The TV screens and vinyl prints are located on the backs of shelving units behind the glass and therefore benefit from deemed consent under Class 12 of the Advertisement Regulations 2007.
- 1.5 The signage has been altered from a red background to a dark grey, given concerns that the red sign was too bright for the street and has therefore been toned down.

2.0 Amenity

- 2.1 The Bloomsbury Conservation Area Statement states that adverts should be appropriate in design to the property and should not harm the character of the conservation area. Camden's Supplementary Design Guidance CPG1 also reiterates this point, as well as stating that adverts should not obscure architectural features. Furthermore, illumination should be sympathetic to the design of the building.
- 2.2 The external signs which can be assessed do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design.

- 2.3 It is not considered that the signage would be unduly obtrusive in the street scene or disturb residents or occupiers.
- 2.4 The objections raised centre on the corporate branding used by the applicant and bright red colour used in their logo. As such they consider that the signage harms the character of the local area because no other adverts in the street are illuminated, and the multi-national corporate advertising should be kept in high streets and not local neighbourhood centres.
- 2.5 It is also noted that this proposal seeks illumination in a very similar design to the previous occupants, Starbucks, who were a multi-national chain and who had illuminated adverts on the shop. There are also several other shops along Lamb's Conduit Street which all have spot lights or trough lighting above their fascias and, therefore, it would be difficult to resist the principle for illuminated adverts in the street.
- 2.6 Moreover, during the course of the application the applicant has changed the signage colour to what is considered to be a toned down dark grey. This is in line with other toned down signs in London, such as a Grade II listed building in Hanover Street in Westminster cited by local residents.
- 2.7 The site has a very shallow fascia and the only signage is a vinyl print inside the glass window, and the only other signs of advertising are the red painted trim around both doors and shop window on a cream background which covers the entire elevation of the property. This is quite different from the red brick with painted stone window dressings on the upper floors of the application site.
- 2.8 Following revisions, the proposal is now considered to be appropriate and is not considered to harm the amenity or character of the local area.

3.0 Public Safety

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

4.0 Recommendation:

- 4.1 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.

DISCLAIMER

Decision route to be decided by nominated members on Monday 16th September 2013. For further information please go to www.camden.gov.uk and search for 'members briefing'