

Delegated Report			Expiry Date:	17/04/2013
Officer			Application Number(s)	
Hilary Cuddy			2013/0994/A	
Application Address			Application Type:	
112-116 New Oxford Street London WC1A 1HH			Advertisement Consent	
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):	
			Refuse Advertisement Consent	
Proposal(s)				
Display of a micro mesh PVC screen incorporating an external static illuminated advertisement panel attached to scaffold above first floor level.				
Consultations				
Summary of consultation responses:		N/A		
Site Description				
<p>The application site is located on the northern side of New Oxford Street at the junction of New Oxford Street and Bainbridge Street and comprises a five storey large late Edwardian building. The lower ground, ground and first floor are occupied by Starbucks and the upper floors are currently vacant.</p> <p>The building is not listed however it is considered to make a positive contribution to the character and appearance of the conservation area. It lies within the Bloomsbury Conservation Area. It is surrounded by mainly commercial properties that include a number of listed buildings including the Dominion Theatre and YWCA Central Club Hotel on Great Russell Street which are both Grade II listed buildings, Centre Point that is a Grade II listed building and the Burton's Headquarters on New Oxford Street that is a Grade II listed building.</p>				
Relevant History				
<p>2013/0121/P-Erection of roof extension and change of use of second to sixth floor from offices (Class B1) to provide 8 self-contained flats (3 x 1-bedroom, 4 x 2-bedroom and 1 x 4-bedroom) (Class C3). Current application</p> <p>2011/5017/P-Alterations to shopfront including installation of stone cladding (following removal of unauthorised wood plank detailing). Granted 18/1//20111.</p> <p>2010/3279/P: Refused, Retention of new shopfront (Class A1). Appeal dismissed.</p> <p>EN10/0908: The unauthorised works to the shopfront.</p> <p>2010/3280/A: Part Granted part Refused, Retention of new internally illuminated fascia signs and display of re-located existing internally illuminated projecting sign to shop (Class A1).</p> <p>9301409: Granted, Alteration to front elevation comprising the insertion of a new door within the existing shop front. as shown on drawing numbers 93.128/01A and 93.128/02</p> <p>PS9905339: Granted, Creation of a new entrance to the office use on the upper floors, as shown by drawing numbers P02A, P05A, P12A, P15A, P17 & P18.</p> <p>122/123/93: Granted, Installation of a new shop front at 112/116 New Oxford Street, W.C.1.</p>				

Relevant policies

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 (as amended)

Bloomsbury Conservation Area Statement 2011-Management of Change.

Assessment

Proposal

The application relates to the display of a micro mesh PVC screen incorporating an external static illuminated advertisement panel attached to scaffold above first floor level of 112-116 New Oxford Street for a temporary period of 12 months whilst the building is being renovated. The shroud not incorporating the advertisement would have a 1:1 replica of the façade of the building.

The proposed advert measures 26m x 16.6m x 1.5m. The proposed advert will have illumination levels of 400 c/dm.

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.

Visual Impact

Camden Planning Guidance states that advertisements will only be acceptable at a height no greater than fascia level given that advertisements above fascia level can appear visually obtrusive and unattractive; whilst the revised Camden Town Conservation Area Management Strategy states that advertisement hoardings are considered unacceptable forms of advertising with the Conservation Area.

Camden Planning Guidance states in chapter 8 that Shroud on scaffolding will only be permitted where:

The scaffolding covers the entire elevation of the building and the netting on the scaffolding contains a 1:1 image of the completed building which is undergoing construction work (scaffolding is only to be erected for the purposes of carrying out building works and will be removed upon completion of the works); and

The advertisement covers no more than 20% of each elevation and is not fragmented. The advertisement must also respect the architectural form and scale of the host building. Where shroud and banner advertisements are considered acceptable on listed buildings or in conservation areas the advertisement should not cover more than 10% of each elevation and should not be fragmented. The location of the advertisement on the shroud will depend on the character of the local built form and the nature of views within it.

In some highly sensitive locations or where the building plays a particularly important role in the appearance of the area, a visual representation of the building that is shrouded may be considered necessary to mitigate any harm to the appearance of the area.

It is considered that the size and siting of the proposal would be such that it would be unduly dominant, and cannot be considered as an appropriate/integral feature to this highly prominent location. In conjunction with the siting in a Conservation Area and located in close proximity to a number of listed buildings, it is considered that the proposal would fail to preserve or enhance the character and appearance of the Conservation Area.

Public Safety

In relation to public safety, as the proposed sign is proposed to have external illumination, it is not considered to raise any issues with regards to public safety.

Recommendation

The proposed shroud advertisement and incorporated internally illuminated advertisements by reason of their size, height, location and method of illumination would be unduly dominant and would fail to preserve and enhance the character and appearance of the Bloomsbury Conservation Area. It is therefore contrary to Core Strategy policy CS14 (Promoting high quality places and conserving our heritage) and policies DP24 (securing high quality design) and DP25 (Conserving Camden's heritage) of the London Borough of Camden Local Development Framework Development Policies.