

<b>Delegated Report</b> (Member's Briefing)			<b>Expiry Date:</b>	06/12/2012
<b>Officer</b>			<b>Application Number(s)</b>	
Angela Ryan			2012/5469/A	
<b>Application Address</b>			<b>Application Type</b>	
76 Southampton Row London WC1B 4AR			Advertisement Consent	
<b>1<sup>st</sup> Signature</b>	<b>2<sup>nd</sup> Signature (If refusal)</b>	<b>Conservation</b>	<b>Recommendation(s)</b>	
			Grant Advertisement Consent	
<b>Proposal(s)</b>				
Display of 1 externally illuminated fascia sign and 1 non-illuminated projecting sign.				
<b>Consultations</b>				
<b>Summary of consultation responses:</b>		<p>In respect of the concurrent planning application been submitted for a shopfront at this site (see relevant planning history), a site notice was displayed on 24/10/2012 expiring on 14/11/2012 and a public notice published in the local press on 01/11/2012, expiring on 22/11/2012. Five letters of objection was received from the occupiers of flats 1, 7, 8, 9 &amp; 11A, in Bristol House, 80A Southampton Row. A summary of the objections are as follows:</p> <p><u>Design:</u></p> <p>- Inappropriate shop signage (<b>Officer's response:</b> See section 2 in this report)</p> <p><u>Amenity:</u></p> <p>- Light pollution (<b>Officer's response:</b> See para 2.2 in this report)</p> <p><b>Bloomsbury CAAC:</b> object on the grounds that the proposed fascia is too deep and infringes shopfront guidance (<b>officer's response:</b> See para 2.1 in this report).</p>		
<b>Site Description</b>				
<p>The site comprises a five-storey plus basement building located on the east- side of Southampton Row. The ground and basement floors are currently being used for retail (Class A1) whilst the first to fifth floors are in residential use (Mansion block- Bristol House) known as 80A Southampton Row. The site lies within a terrace of similar type properties with commercial uses located at ground floor level with residential, office or hotel use located on the upper floors. The area is characterised by mixed commercial/residential uses.</p> <p>The site is not listed but lies within the Bloomsbury Conservation Area and is not highlighted as making a positive contribution to the character and appearance of the conservation area. The existing shopfront is also not highlighted as being a shopfront of merit.</p>				
<b>Relevant History</b>				
<b>Advertisement consents:</b>				
<p><b>28/02/1930</b> - Advert consent <b>granted</b> for the erection of a sign at the premises known as 76, Southampton Row, Holborn (Ref: N14/9/10/14101)</p> <p><b>22/03/1965</b>- Advert consent <b>granted</b> to the display of a single sided box sign with internal statio illumination at 76, Southampton Row. (Ref: CA2088)</p> <p><b>03/10/1997</b>- Advert consent <b>granted</b> for the display of internally illuminated fascia and projecting signs. (Ref: AS9704831)</p>				
<b>Planning application:</b>				
<p>An application has been submitted for the installation of new timber shop front including installation of an extract duct to the rear (Class A1). (<b>Ref: 2012/5386/P</b>). This application is still under consideration.</p>				

## Relevant policies

### LDF Core Strategy and Development Policies

#### Core strategy:

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

#### Development policies:

DP24 – Securing high quality design

DP25 – Conserving Camden's Heritage

DP26 – Managing the impact of development on occupiers and neighbours

### Camden Planning Guidance 2011 (as amended)

CPG1: Design- chapter 8

CPG6: Amenity- chapter 9

### Bloomsbury Conservation Area Appraisal and Management Strategy 2011

## Assessment

### 1.0 Proposal

1.1 The application relates to the display of 1x internally illuminated fascia sign and 1x non-illuminated projecting sign to be displayed on the Southampton Row elevation.

1.2 CPG1- Chapter 7, paragraph 7.12 stipulates that fascia signs should:

- Be of a suitable size and proportion in relation to the building and should not normally extend above the cornice or below the capital as it would upset the overall balance and proportions of a shopfront or parade
- Not obscure or damage existing architectural features.
- Lettering on fascia signs should be proportionate to the scale of the shopfront.
- Main fascias should also be of a suitable size and proportion in relation to the building and should sit between cornice and shopfront itself and should not project above or below the cornice level obscuring upper floor or shop windows.
- Fascia and box signs should not obscure or damage existing architectural features.

1.3 The fascia sign will be located approximately 2.9m above ground level, and will be approximately 0.8m in height, 3.2 wide and 0.2m deep. It will be constructed of timber with hand painted white lettering and 4 pantone quattro dots on a painted eggshell background.

1.4 The projecting sign will be approximately 3m above ground level and will measure approximately 0.6m high, 0.6m wide and 0.01m deep. It will be constructed of timber with hand painted white lettering and 4 pantone quattro dots on an eggshell painted background.

1.5 During the course of the application it has been amended to incorporate:

- Hand painted fascia and projecting signs;
- Omission of internal illumination for fascia and replacement with 2 spotlights;
- Illumination omitted from the projecting sign

1.6 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.

### 2.0 Visual amenity

2.1 The size of the proposed fascia is not dissimilar to other fascias within this row of buildings which are quite high and long on shopfronts within the vicinity of the application site. In any case, the proposed fascia at the application site will be the same height as the existing one which is already fairly high and therefore the proposed fascia sign is considered to be in keeping with the character and appearance of this part of Southampton Row. The signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design as they are characteristic of this part of Gray's Inn Road. Below the existing fascia, there is a roller shutter blind box which will be replaced by an awning blind according to the separate shopfront application.

2.2 It is not considered that the signs would not be unduly obtrusive in the street scene or disturb residents or occupiers. There are three spotlights positioned on the front fascia of the building in order to illuminate the existing sign. Two new spotlights are proposed to illuminate the main fascia sign, therefore reducing the level of illumination at the application site. As such it is considered that this element of the proposal would not cause undue harm to residential amenity.

2.3 The street scene has many commercial premises with a mix of differing types of fascia and internally illuminated projecting signs. Most of these signs are contemporary in their design, most of which display corporate company logos e.g., Tesco, Rymans, Barclays etc. The proposed hand painted signs are considered to be in keeping and is considered would have no detrimental impact on the appearance of the host building, its frontage, or the wider area in general.

### **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.

#### **Recommendation:**

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 10<sup>th</sup> December 2012.**  
**For further information please click [here](#).**