

Delegated Report

Expiry Date:

17/01/2013

Officer

Application Number(s)

Elizabeth Beaumont

2012/6134/A

Application Address

Application Type

118 High Holborn, London, WC1V 6RD

Advertisement Consent

1st Signature

2nd Signature
(If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Installation of two internally illuminated signs at ground floor level and third floor level.

Site Description

The site is located on the corner of the crossroads of High Holborn and Southampton Road. The site comprises a four storey building in use as a bank. The building is not listed but is located in the Kingsway Conservation area.

Relevant History

None relevant

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)

Kingsway Conservation Area Appraisal and Management Strategy

Assessment

Proposal – Advertisement consent is sought for the installation of two new signs following the removal of existing signs on the corner elevation at ground and third floor level of the four storey building. The proposal comprises two internally illuminated signs projecting 0.16m from the façade of the buildings. The proposal also includes a number of signs affixed internally on the windows at ground floor level however these do not require advertisement consent and are not assessed as part of this application.

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 two signs proposed at ground and third floor level on the corner façade would replace existing signage of a similar scale and design. The signs would not obscure any architectural features of the building and are considered to be acceptable in terms of proportions and design. It is not considered that the signs 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: The proposed advert is in general compliance with policies CS14 (Promoting high quality places and conserving our heritage), DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the Local Development Framework the application is therefore recommended for approval.

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