

<b>Delegated Report</b>			<b>Expiry Date:</b>	<b>13/12/2012</b>
<b>Officer</b>			<b>Application Number(s)</b>	
Rachel Miller			2012/5569/A	
<b>Application Address</b>			<b>Application Type</b>	
Lincoln House 296-302 High Holborn London WC1V 7JH			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 x non illuminated aluminium fascia sign, 1 x internally illuminated aluminium, acrylic & vinyl fascia sign, 2 x internally illuminated aluminium, acrylic and vinyl hanging signs, 3 x non illuminated vinyl overlays, 1 x internally illuminated buckle fixed over fascia and 1 x non illuminated internally applied vinyl sign to front elevation of existing financial institution (class A2)				
<b>Consultations</b>				
Summary of consultation responses:		N/a		
<b>Site Description</b>				
The site contains a bank at ground floor with 8 floors of office above. The building is located on the South side of High Holborn, to the west of Chancery Lane. The property is within Bloomsbury conservation area.				
<b>Relevant History</b>				
<p><b>16/01/2007 (2006/5072/A)</b> - Display of internally illuminated 2 no. fascias and 1 projecting sign to existing bank (A2 use class).</p> <p><b>13/1/2006 (2005/3869/A)</b> - Display of internally illuminated fascia sign and externally illuminated projecting sign to existing retail (Class A1) unit.</p> <p><b>06/02/1990 (8980071)</b> - Display of individually illuminated letters to read "Dunn &amp; Co" and unilluminated letters to read "Classic Clothes for Men" total dimensions 3.7mm x 0.7mm at shop fascia level as shown on one unnumbered drawing -Granted</p> <p><b>12/07/1995 (9580100)</b> - Display of internally illuminated fascia and projecting signs as shown on drawing numbers</p>				
<b>Relevant policies</b>				
<p><b>LDF Core Strategy and Development Policies</b></p> <p>CS5 – Managing the impact of growth</p> <p>CS14 – Promoting high quality places and conserving our heritage</p> <p>DP24 – Securing high quality design</p> <p>DP25 – Conserving Camden's Heritage</p> <p>DP26 – Managing the impact of development on occupiers and neighbours</p>				
<p><b>Town and Country Planning (Control of Advertisements) (England) Regulations 2007</b></p> <p><b>Camden Planning Guidance 2011 (as amended)</b></p>				

## Assessment

### Proposal

The application relates to the display of 1 x non illuminated aluminium fascia sign, 1 x internally illuminated aluminium, acrylic & vinyl fascia sign, 2 x internally illuminated aluminium, acrylic and vinyl hanging signs, 3 x non illuminated vinyl overlays, 1 x internally illuminated buckle fixed over fascia and 1 x non illuminated internally applied vinyl sign to front elevation of existing financial institution (class A2).

The site is located in Bloomsbury Conservation Area and the ground floor is currently occupied by Lloyds TSB. The signs involve the rebranding of the bank to 'TSB'.

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 proposed signs would replace existing signs in the same locations with a similar design. The signs would not obscure any architectural features of the building and are considered acceptable in terms of proportions and design.

It is considered that the signs would not be unduly obtrusive in the street scene or disturb residents or occupiers.

### Public Safety

The locations of the signage are not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

### Recommendation:

The proposed adverts are in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.

### Disclaimer

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