

Delegated Report

Expiry Date:

19/11/2012

Officer		Application Number(s)	
Rachel Miller		2012/4955/A	
Application Address		Application Type	
80 King Sturge Management Prospect House New Oxford Street London WC1A 1HB		Advertisement Consent	
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s)
			Grant Advertisement Consent

Proposal(s)

Display of one non illuminated sign above canopy on the front entrance (Class B1/A1).

Consultations

Summary of consultation responses:

None received

Site Description

The site is located on the north side of New Oxford Street, it comprises a large 9 storey building erected in the 1920's/30's. The building is not listed but is noted as being a positive contributor to the Bloomsbury Conservation Area.

Relevant History

2011/5368/P - Installation of new windows, entrance doors and canopy at ground floor level to offices (Class B1). Approved 19th December 2011.

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

Bloomsbury conservation area appraisal and management strategy 2011

Camden Planning Guidance 2011

Assessment

Proposal

The application relates to non illuminated lettering approximately 18cm high by 1.7metres wide by 12cm deep. The lettering would be located above the canopy entrance to the office at 100 New Oxford Street and would read "One hundred". The bronze horizontal canopy entrance was approved in December 2011 for the offices at 80-100 New Oxford Street.

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 sign does not obscure any architectural features of the building and is considered acceptable in terms of proportions and design.

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

Public Safety

The location of the signage would not be 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.

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