

Delegated Report

Expiry Date:

01/11/2012

Officer

John Nicholls

Application Number(s)

2012/4674/A

Application Address

6 Store Street
London
WC1E 7DE

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

The display of x2 fascia lettering signs on the Ridgemount Street elevation and x1 fascia lettering sign on the Store Street elevation with illumination behind, x 1 projecting sign to the Store Street ground floor elevation with internally illuminated letters and x4 internally illuminated menu boxes to the gate piers on both the Ridgemount Street and Store Street elevations.

Consultations

Summary of consultation responses:

Site Description

The site is located on the north side of Ridgmount Street at the junction with Store Street. The site is a former 1920's petrol station which is located on the north east corner of the junction of these two streets. The property is not listed but does lie within the Bloomsbury Conservation Area.

Relevant History

2011/3928/P - Amendments to planning permission and listed building consent granted 12/11/09 (refs: 2009/2629/P and 2009/2632/L) for the reconstruction of Bloomsbury Service Station following demolition of existing building, construction of a three storey building at 2 Ridgmount Street and erection a three storey building (behind a retained facade) at 4-8 Ridgmount Street and alterations to 2 Ridgmount Street to create an Class A1 (shop)/Class A3 (restaurant) and Class B1 (office) floorspace namely, omission of slot window and installation of two new doors at first and second floor level on rear elevation, enlargement of plant enclosure on first floor flat roof, new access ladders with balustrading to rear side elevations – Granted - 23/11/2011

2011/0168/P - Minor material amendment to planning permission granted on 12/11/2009 (ref: 2009/2629/P) for the "Reconstruction of Bloomsbury Service Station following demolition of existing building, construction of a three storey building at 2 Ridgmount Street and erection a three storey building (behind a retained facade) at 4-8 Ridgmount Street and alterations to 2 Ridgmount Street to create an Class A1 (shop)/Class A3 (restaurant) and Class B1 (office) floorspace.", to include alterations to the approved fenestration, refuse area and plant room and associated alterations – Granted - 18/01/2012

2009/2629/P - Reconstruction of Bloomsbury Service Station following demolition of existing building, construction of a three storey building at 2 Ridgemont Street and erection a three storey building (behind a retained facade) at 4-8 Ridgemont Street and alterations to 2 Ridgemont Street to create an Class A1 (shop)/Class A3 (restaurant) and Class B1 (office) floorspace – Granted - 22/03/2010

2009/2632/L - External and internal alterations in association with the creation of improved office accommodation – Granted - 17/11/2009

2009/2634/C - Demolition of 6 Store Street, lock up garages at 2 Ridgmount Street and 4-8 Ridgemount Street behind a retained façade - 17/11/2009

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)

NPPF - 2012

Assessment

Proposal

The application relates to three fascia signs on the property, one on the Store Street and two on the Ridgemount Street elevations with illumination from behind, a projecting sign with internally illuminated letters and four internally illuminated menu boxes to front elevations of the Store Street (x2) and (x2) Ridgemount Street gate piers.

The application has been amended so that the projecting sign is not an internally illuminated box and has internally illuminated letters only and the menu boxes have been relocated to the outside of the gate piers. The lettering has also been amended to black rather than dark grey in colour.

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 lettering is to be flat cut metal lettering which are attached to but project from the fascia of the property. A trough of LED lights will up-light both the lettering and this part of the building and draw a contrast between the darkness of the letters against the lightness of the colour of the building. The letters will be either 386mm or 225mm in height and the design principle based on largely American style Petrol Station lettering. This is in keeping with the style of the building and the former use of much of the site as a petrol station.

The internally illuminated projecting sign is to be finished in black painted steel, with translucent white lettering which is internally illuminated.

The menu boxes are internally illuminated and fitted to the street facing elevations of each of the four gate piers facing both Store Street and Ridgemount Street. They are located approximately 1m off the ground and therefore at an acceptable height.

The signs are not considered to obscure any architectural features of the building and are acceptable in terms of proportions and design. It is not considered that the sign would be unduly obtrusive in the street scene or disturb local 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, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.

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