

Delegated Report

Expiry Date:

13/08/2012

Officer

John Nicholls

Application Number(s)

2012/3217/A

Application Address

6 High Holborn
London
WC1V 6DR

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Display of 1 x internally illuminated fascia sign, 1 x internally illuminated projecting sign, 1 x non-illuminated awning.

Consultations

Summary of consultation responses:

Site Description

The site is located on the north side of High Holborn close to Chancery Lane Underground Station. It comprises a large, modern, multi-storey building with retail at ground floor level. This application relates to only the ground floor shop unit.

The site is not listed and is not within a conservation area. The site forms part of a designated Central London Frontage and is also within the Holborn Growth Area.

Relevant History

9580039 - Display of one internally illuminated fascia panel and one internally illuminated projecting box sign – Granted - 17/03/1995

9500309 - Alterations to existing shopfront – Granted - 17/03/1995

2012/2368/P - Change of use from retail (Class A1) to finance and professional (Class A2) at basement and ground floor level – Minded to Grant subject to S106 being signed – still awaiting signature.

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

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)**

Assessment

Proposal

The application relates to a fascia sign with internally illuminated letters and one internally illuminated projecting box sign and an awning.

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 fascia sign is solid black powder coated aluminium box with translucent orange lettering in Pantone 137. The projecting illuminated sign is in similar black powder coated aluminium with halo internally illuminated lettering in the same colours. The signs do not obscure any architectural features on the building and are considered acceptable in terms of proportions and design. The proposed awning would be black material with orange logos and are considered acceptable.

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 adverts are in general compliance with policies CS5, CS14 and DP24 of the Local Development Framework the application is therefore recommended for approval.

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