

Delegated Report

Expiry Date:

04/09/2012

Officer

Carlos Martin

Application Number(s)

2012/3589/A

Application Address

18 High Holborn
London
WC1V 6BX

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 sign on small side of fascia and 1 x internally illuminated projecting sign to front of shop.

Consultations

Summary of consultation responses:

n/a

Site Description

Ground floor retail shop within a modern style office building located on the N. side of High Holborn W. of Grays Inn Road. The site falls within the Holborn Central London Frontage.

Relevant History

2005/1757/A: AC granted for continued display of 2 internally illuminated fascia signs and 1 projecting sign.

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)

Assessment

Proposal

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

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 signs do not obscure any architectural features of the building and are considered 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, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.

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