

# Delegated Report

Expiry Date:

25/05/2012

## Officer

Connie Petrou

## Application Number(s)

2012/1833/A

## Application Address

148 Holborn  
London  
EC1N 2NS

## Application Type

Advertisement Consent

## 1<sup>st</sup> Signature

## 2<sup>nd</sup> Signature (If refusal)

## Conservation

## Recommendation(s)

Grant Advertisement Consent

## Proposal(s)

Display of two internally illuminated fascia signs and an internally illuminated projecting sign to the existing shop front.

## Consultations

Summary of consultation responses:

None

## Site Description

The site is located on the north side of Holborn close the junction with Grays Inn Road. High Holborn experiences a high volume of both vehicle and pedestrian traffic. The surrounding area comprises a mix of uses, mainly commercial. The site relates to the ground floor restaurant.

The application site is not located in a conservation area and the property is not a listed building.

## Relevant History

None

## 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 2 x fascia signs with internally illuminated letters and one internally illuminated logo on 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 sign does not obscure any architectural features of the building and are considered acceptable in terms of proportions and design.
- It is not considered that the sign would be unduly obtrusive in the street scene or disturb residents or occupiers.
- The fascia lettering and projecting sign have a very low level of illumination (not exceeding 200cd/m<sup>2</sup>) and therefore, 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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