

Delegated Report

Expiry Date:

24/04/2012

Officer

Carlos Martin

Application Number(s)

2012/0899/A

Application Address

12 Gate Street
London
WC2A 3HP

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Display of 7x externally illuminated fascia signs, 2x externally illuminated hanging signs and 3x other timber board signs.

Consultations

Summary of consultation responses:

N/A

Site Description

The application site relates to a 3-storey public house (class C4) located on the junction of Gate Street and Little Turnstile, within the Bloomsbury Conservation Area. The site is not listed but sits opposite Africa House and near 233 High Holborn, both Grade II listed.

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

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.

The signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions, method of illumination and design. It is not considered that any of the signs would be unduly obtrusive in the street scene or disturb residents or occupiers.

The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

The proposed adverts are 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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