

Delegated Report

Expiry Date:

06/01/2011

Officer

Connie Petrou

Application Number(s)

2011/5558/A

Application Address

Conquest House
37-38 John Street
London
WC1N 2BQ

Application Type:

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s):

Refuse Advertisement Consent

Proposal(s)

Display of 1x non illuminated banner on the John Street elevation.

Consultations

Summary of consultation responses:

Site Description

The site relates to a part four, part five storey building situated on the corner of Theobalds Road and John Street. The building occupies four plots, 37-38 John Street (adjacent to the listed 35 John Street) and 24 and 26 Theobalds Road (which turns the corner). The property is not listed but is located in the Bloomsbury Conservation Area. The element of the building on John Street is adjacent to listed building 35 John Street and the Theobalds element is situated directly opposite Gray's Inn Gardens which is designated as a private open space listed in the London Squares Preservation Act 1931 and also designated a Garden of Special Historic Interest by English Heritage. The application site is located in a mixed use residential and commercial area. There is no level signage located on John Street. A large banner is located outside the entrance to the Holborn library on the Theobalds Road elevation.

Relevant History

Building has been recently granted planning permission (ref: 2011/2832/P) for the change of use from offices (class B1) to flexible use as either office use (class B1) and/or educational/non-residential institution use (Class D1) from lower ground floor level of fourth level.

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)
Bloomsbury Conservation Area Statement

Assessment

Proposal

The application for advertisement consent seeks permission for the display of a non-illuminated vertical banner measuring 6.095m high x 1.320m wide to be fixed to the corner of the building on the Theobald Road elevation by a heavy duty wall mount system which extends from the wall for the width of the banner. The banner will be positioned approximately 6.5m above ground level, which is equivalent to the 4th and 5th floor level. The sign will read 'HULT International Business School, Established 1964'.

Hult is seeking consent to display the banner for a period of 10 years which reflects the length of the planning permission (ref. 2011/2832/P) that was granted for the flexible change of use (see planning history).

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.

Main Planning Considerations

The impact of the proposed signage on the character and appearance of the building and the surrounding Conservation Area and Listed buildings;

The impact of the proposed signage on public safety and residential amenity.

Amenity

Camden Planning Guidance 1 (Design) states that:

'Banner advertisements on buildings will only be permitted where:

- *They relate to landmark or unique buildings, such as festival venues, museums, and do not detract from the appearance and form of the host building or the surrounding environment.*
- *In some commercial areas flags or banners maybe considered a suitable form of display. Within residential areas, conservation areas, and on or near listed buildings we will be primarily concerned with safeguarding the amenity, character and appearance of these areas and buildings and therefore it is unlikely that such advertisements will be supported.'*

Paragraph 8.7 also states that advertisements will generally only be acceptable at fascia level or below given that advertisements above fascia level can appear visually obtrusive and unattractive; whilst the Bloomsbury Conservation Area Appraisal and Management Strategy identifies the cumulative impact of advertisements, signage and street furniture as factors that have influenced the character and appearance of the conservation area.

The banner would be highly visible along Theobalds Road and the pedestrian crossing point at the junction between Theobalds Road and John Street. The banner is also likely to be visible from Gray's Inn Gardens during the winter months when tree coverage is low. It is considered that the proposed banner would be prominent in local and longer views due its size, location and extent of projection.

It is considered that the size and siting of the proposal would be such that it would be unduly dominant, and cannot be considered as an appropriate/integral feature to this highly prominent elevation. The proposal would fail to preserve or enhance the character and appearance of the adjacent Conservation Area.

Public Safety

The signage would not have an impact on highway or pedestrian safety being located given its

position and being non-illuminated.

Recommendation

The proposed advert is contrary to policies CS14, DP24 and DP25 of the Local Development Framework and the application is therefore recommended for refusal.

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