

Delegated Report		Analysis sheet		Expiry Date:		27/08/2010	
(Members Briefing)		N/A / attached		Consultation Expiry Date:		N/A.	
Officer				Application Number(s)			
Hugh Miller				2010/3255/A			
Application Address				Drawing Numbers			
Travelodge Hotels 10 Drury Lane London WC2B 5RE				See Draft decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of 2 internally illuminated fascia signs (Items 01 and 02) to new café/bar extension, 2 internally illuminated high level signs (Items 03 and 04) to the Drury Lane elevation and 2 non-illuminated aluminium panel signs (Items 05 and 06) on High Holborn elevation and internal access road to hotel building (Class C1).							
Recommendation(s):		Part approve, part refuse advertisement consent					
Application Type:		Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses	00	No. of objections	00
				No. Electronic	00		
Summary of consultation responses:		N/A.					
CAAC/Local groups* comments: <small>*Please Specify</small>		<u>Covent Garden Community Association:</u> Object The large horizontal sign fronting Drury Lane is inappropriate as it is sited directly opposite dense residential accommodation. It will only contribute to light pollution especially as their large vertical sign in High Holborn gives adequate advertising to the building. Officer Comment: Please see paragraph 3.3 regarding the horizontal sign fronting Drury Lane (Item 01), which was reduced in width during the course of the application. For information, the large vertical sign (number 04) also referred to is recommended for refusal.					

Site Description

This application relates to a hotel (Class C1) located on the corner of High Holburn and Drury Lane. The site is within the Central London Area but not within a Conservation Area. It adjoins the Seven

Dials Conservation Area as the boundary runs along Drury Lane and High Holborn.

Relevant History

10 Drury Lane

- 2009/2628/P - Change of use from office (Class B1) to hotel (Class C1) with erection of single storey glazed extension to Drury Lane elevation; replacement of glazed wall with rendered wall and new fire exit to High Holborn elevation. Associated alterations to car parking layout and other ancillary works. Granted 07/10/2009.
- 2005/2021/A. Advertisement consent part approved and part refused in August 2005 as follows:
Grant display of (six signs type – 1, 2, 3, 6, 7 & 8) 3 internally illuminated signs, and 3 non-illuminated signs at various locations on the building; and
Refuse display of two signs (signs type - 4 & 5) because the proposed advertisements, by reason of their size, design, and location, would add to visual clutter and would be detrimental to the host building and the street scene.
- 9480070 - Advertisement consent for the display of internally illuminated signs measuring 1.85m x 0.9m, 2m x 0.75m and applied letters over the entrance doors; Approved June 1994

166 High Holborn

- 2005/4359 – Advertisement consent for the display of 4 high level non illuminated signs and 2 low level illuminated signs. Approved 2005

Relevant policies

Replacement Unitary Development Plan 2006

SD6 – Amenity for occupiers and neighbours

B4 – Advertisements and signs

B7 - Conservation Areas

Camden Planning Guidance (2006)

LDF Core Strategy and Development Policies

The following policies in the draft LDF Core Strategy and Development Policies documents have been taken into consideration

CS1 – Distribution of growth

CS5 – Managing the impact of growth and development

CS14 – Promoting high quality places and conserving our heritage

DP25 – Conserving Camden's heritage

DP26 - Managing the impact of development on occupiers and neighbours

DP30 – Shopfronts

As the draft LDF Core Strategy and Development Policies documents have now been published, they are material planning considerations. However, as a matter of law, limited weight should be attached to them at this stage.

Assessment

1. Proposal

1.1 The application proposes the following:

- **Item 01** - 1 x 570mm (h) x 4686mm (w) single sided internally illuminated fascia sign to new Bar –Café at upper ground level on north east elevation fronting Drury Lane;
- **Item 02** - 1 x 570mm (h) x 2866mm (w) single sided internally illuminated fascia sign above entrance of new Bar –Café, on south-east elevation at upper ground level fronting Shorts Gardens;
- **Item 03** - 1 x 2370mm (h) x 9000mm (w) single sided internally illuminated vertical fascia sign located between 8 and 11 floor level, on south-east elevation fronting Drury Lane;
- **Item 04** - 1 x 2370mm (h) x 9000mm (w) single sided internally illuminated vertical fascia sign located between 8 and 11 floor level, on north east elevation fronting Drury Lane;
- **Item 05** - 1 x 744mm (h) x 900mm (w) non-illuminated, formed aluminium panel with full colour graphics, located at entrance (Deliveries vehicle access) at first floor level, north east elevation of adjacent building fronting High Holborn;
- **Item 06** - 1 x 600mm (h) x 880mm (w) non-illuminated, formed aluminium panel with full colour graphics, car park directional sign to under ground car park.

2. Amendment

2.1 Sign 01 has been reduced in width from 6226mm to 4686mm during the course of the application.

3. Assessment

3.1 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. London Borough of Camden UDP 2006 advises that advertisements need to respect the predominant character of the neighbourhood. This is reiterated in Camden's Planning Guidance which states that signs should integrate with form, fabric design and scale of the host building/setting.

3.2 The host building is visually dominant in terms of its footprint, scale and proportion, being much taller and also occupying a larger floor area than the neighbouring buildings; it therefore has a strong visual prominence in the locality and located at a busy intersection of Drury Lane and High Holborn.

3.3 Amenity

The proposed fascia signs Item 01 would be a new sign located above the entrance of the new Bar / café at upper ground floor level fronting Drury Lane (currently being implemented as part of a 2009 permission at the site – see relevant history above). With specific regard to the size (see above in paragraph 1.1), method of illumination (logo and letters to illuminate only), limited luminance level (250 candelas) and the 10metre set back from the street, there are considered to be no concerns regarding light pollution issues for nearby residential properties. The nearest residential properties, located on the upper floors of properties opposite on Drury Lane, are approximately 20m from the proposed sign. The luminance level is within the permitted level outlined paragraph 2 (1) (a) of part 2 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (which states that the permitted levels of luminance where the illuminated area is not more than 10m² is 600 candela per square metre). The levels of luminance mean that it not considered necessary to add a condition regarding the hours in which the advertisement can be operated. Regarding the non-illuminated signs, the white/silver background with navy blue lettering is considered to be appropriate colours for the advertisements.

3.4 The proposed high level signs Item 03 & Item 04 with dimensions of 2370mm (h) x 9000mm (w) and location at 6th, 7th & 8th floor levels are considered unacceptable. It is considered that due to their size, method of illumination and location the signs would be unduly visually dominant having a significantly detrimental impact on the host building, the street scene and the adjacent conservation area contrary to policies B4 and B7. It is noted that high level signs were permitted in 2005 at the adjacent property at 166 High Holborn with similar dimensions, however these approved signs were not illuminated.

3.5 The remaining signs, Item 02, 05 & 06 are considered satisfactory. Item 02 would be located at upper ground level on the fascia of the new Bar / café fronting Shorts Gardens; and is considered to be acceptable in terms of scale, design and location and would not cause visual clutter. Items 05 & 06 are non-illuminated signs relatively small in scale. Item 05 would be located at the service entrance, whilst Item 06 would be within the site. Both signs are considered to be acceptable in terms of scale, design and location and would not cause visual clutter.

3.6 Public Safety

All signs in terms of their location, size and method of illumination are not considered to be harmful to either pedestrian or vehicle traffic as the signs are unlikely to obscure or hinder the interpretation of any road traffic sign and the signs are unlikely to distract motorists. In this respect the signs are therefore in accordance with policies B1 and B4 and CPG guidelines.

4. Recommendation

4.1 Grant Advertisement Consent for Items 01, 02, 05 & 06 and refuse Advertisement Consent for Items 03 and 04.

DISCLAIMER

Decision route to be decided by nominated members on Tuesday 31st August 2010. For further information see

<http://www.camden.gov.uk/ccm/navigation/environment/planning-and-built-environment/planning-applications/development-control-members-briefing/>