

Delegated Report		Analysis sheet		Expiry Date:		19/05/2010	
		N/A / attached		Consultation Expiry Date:		n/a	
Officer				Application Number(s)			
Connie Petrou				2010/1460/A			
Application Address				Drawing Numbers			
Alexandra House 17-19 Queen Square London WC1N 3AZ				See decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Display of one non-illuminated fascia sign above entrance door and one sign attached to railings of entrance to educational building.							
Recommendation(s):		Grant 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:		None					
CAAC/Local groups* comments: <small>*Please Specify</small>		None					
Site Description							
The application site relates to the ground floor of an education/medical institute located within a five storey building on the north west corner of Queen Square. The surrounding area comprises a mix of office, educational and medical uses including the National Hospital.							
The application site is located in the Bloomsbury Conservation Area and the Central London Area. The site does not include a listed building.							
Relevant History							
There is no relevant history.							

Relevant policies

Replacement Unitary Development Plan 2006

SD6 – Amenity for Occupiers and Neighbours
B1 – General design principles
B4b – Advertisement and Signs
B7 – Conservation Areas

LDF Core Strategy and Development Policies

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.

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

Camden Planning Guidance 2006

Bloomsbury Conservation Area Statement

Assessment

Proposal

The proposal relates to one non-illuminated fascia sign above the entrance door and one non-illuminated sign on railings to the entrance of the education building. 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. Although it is considered that the proposed adverts may have deemed consent, the proposals are nevertheless considered as such.

Amenity

Fascia Sign - The fascia sign is to be positioned above the door and below the semi-circular fan window. The sign will display the property address, the institute and unit name as well as the UCL logo. The sign has the following dimensions 0.125m x 1.52m x 0.5m with the maximum height of any individual letter being 5cm. The text will be white on a black background with a cream strip below. In terms of materials powder coated aluminium is proposed. The fascia sign aligns with the door and fan window. This is considered acceptable in design terms, small in size and thus raise no amenity impacts.

Railing Sign - The second sign is to be installed on the railing in front of the access ramp. The sign will be positioned 0.5m from ground to the base, with the following dimensions 0.15m x 0.47m x 0.05m. It is identical to the fascia sign in colour, materials and design and displays the property address, direction to the entrance and ramp access and the UCL logo. The sign projects out by 5cm from the railings. The signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design, being small in scale and subtle in appearance.

Public Safety

The location of the signage is not considered harmful to either pedestrian or vehicle traffic, given the non-illuminated nature. The proposal therefore raises no public safety concerns.

Recommendation:

The proposed advert is in general compliance with policies SD6, B1, B4(B), B7 of the Camden Unitary Development Plan (2006) and the application is therefore recommended for approval.

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