

Delegated Report		Analysis sheet		Expiry Date:		14/05/2010	
		N/A / attached		Consultation Expiry Date:		n/a	
Officer				Application Number(s)			
Connie Petrou				2010/1645/A			
Application Address				Drawing Numbers			
Unit 5 Building One Southampton Row 124 High Holborn London WC1V 6QA				See decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Installation of one internally illuminated projecting box sign and one internally illuminated fascia sign to café/restaurant.							
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 a retail unit at ground level which forms part of a large six storey mix use building fronting High Holborn. The retail unit comprises a shop window split into 4 panels. The two central panels will form the doors to the retail unit.

The site is located on the north side of High Holborn between the junction with Southampton Row and Southampton Place. High Holborn experiences a high volume of both vehicle and pedestrian traffic. The surrounding area comprises a mix of office, residential and retail uses.

The application site is located in the Bloomsbury Conservation Area, the Central London Area and forms part of a Central London frontage, the property is not a listed building.

Relevant History

There is no relevant history. The last advertisement consent at the site dates back to 1998.

Relevant policies

Replacement Unitary Development Plan 2006

SD6 – Amenity for Occupiers and Neighbours

B1 – General design principles

B4b – Advertisement and Signs

B7 – Conservation Areas

Camden Planning Guidance 2006

Bloomsbury Conservation Area Statement

LDF Core Strategy and Development Policies

Local Development Framework Camden Development Policies Proposed Submission (under examination)

CS14 Promoting high quality places and conserving our heritage

DP24 Managing the impact of development on occupiers and neighbours

DP25 Conserving Camden's heritage

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.

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Assessment

Proposal

The proposal relates to one internally illuminated fascia sign and one internally illuminated 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

Fascia Sign

The fascia sign is to extend across the two central panels above the entrance (660mm x 2400mm x 140mm) and will display the company logo 'Pod Good Food'. The maximum height of any individual letter is 450mm. The text will be white on a green background. In terms of materials a brushed stainless steel frame with clear cast acrylic is proposed.

Projecting Sign

The projecting sign (800mm x 800mm x 75mm) is located on the column to the right hand side of the shopfront. It is identical in colour as the fascia sign and also displays the company logo. The sign projects out 900mm from the façade of the building and sits level with the fascia sign. This is considered acceptable in design terms. The projecting sign will be attached to a stainless steel fixing plate using steel rods. Rods to support clear frameless glass.

The signs do not obscure any architectural features of the shopfront and are considered acceptable in terms of proportions and design.

Method of illumination

The fascia and box signs are internally illuminated using florescent battens, they have an illumination level of 150cd/m. Given the colour composition, white text on a dark green background only the letters

of the sign appear to be illuminated.

Generally, illuminated signs are discouraged in conservation areas because of their visual and amenity impact. However, given the low level of illumination it is not considered that the sign would be unduly obtrusive in the street scene or disturb residents or occupiers.

Overall the proposed signage will not adversely affect the character and appearance of the conservation area in accordance with policies B1, B4b and B7.

Public Safety

The location of the signage and method of illumination is not considered to harmful to either pedestrian or vehicle traffic. The proposal is, therefore, in accordance with policy SD6.

4.0 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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