

Delegated Report (Members Briefing)		Analysis sheet		Expiry Date:		02/04/2010	
		N/A / attached		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
Connie Petrou				2010/0438/A			
Application Address				Drawing Numbers			
66 Great Queen Street London WC2B 5BZ				See decision			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of two internally illuminated menu box signs to Great Queen Street elevation.							
Recommendation(s):		Grant permission					
Application Type:		Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses	01	No. of objections	01
				No. Electronic	00		
Summary of consultation responses:		N/A					
CAAC/Local groups* comments: <small>*Please Specify</small>		Covent Garden Community Association "We object to the proposed siting of menu boxes on the Portland stone pillars as unsuitable on aesthetic grounds. Preferred location would be on either side of the entrance. See paragraph 2.3 for officer response.					

Site Description

The site straddles across the entire street block between Great Queen Street and Wild Court. Public access to the Hotel is on the Great Queen Street frontage. The portland stone pillars are situated in front of the Hotel's forecourt. The site is located in the Kingsway Conservation Area; it is not a Listed Building. Surrounding properties are mainly in commercial use.

Relevant History

N/A

Relevant policies

Camden 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

Kingsway Conservation Area Statement

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

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; CS5, CS14, DP24, DP25, DP26, DP30.

As the draft LDF Cores 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

1.0 Proposal

1.1 The proposal seeks advertisement consent for the installation of two internally illuminated box menus on the 1st and 4th pillars situated at the entrance of the Kingsway Hall Hotel. The box menus will be positioned 1.47 metres from ground level, in the centre of each pillar which measure approximately 1.27m in width. The dimensions of the box menus are 420mm x 297mm x 50mm. The boxes will be internally illuminated with a static bulb (powered by AA battery) with an illumination level of 1cd/m. The menus will be enclosed in a brass/metal box with a glass cover. The text will be black with a white or light colour background.

1.2 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.

2.0 Amenity

2.1 The size, shape and materials of the menu boxes are considered appropriate to the building. They are not considered to unduly dominate the façade and are located at appropriate positions to be viewed by passing pedestrian traffic.

2.2 Generally, illumination signs are discouraged in conservation areas because of their visual and amenity impact. However, given the surface area to be illuminated and the proposed position it is not considered that the sign would be unduly dominant in the street scene or disturb residents or occupiers.

2.3 Policy K19 of the Kingsway Conservation Area Statement states that "In Kingsway and Holborn with its character deriving from predominately 20th century development internally illuminated box signage may be acceptable if the depth and bulk are appropriate in scale."

2.4 The Covent Garden Community Association objected to the siting of the menu boxes on aesthetic grounds and preferred that they were located at the entrance of the hotel/restaurant. *Given that the entrance to the restaurant is behind the pillars and cannot be viewed by passing pedestrian traffic their position is considered appropriate.*

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

3.0 Public Safety

3.1 The sign would only project 50mm from the existing pillars and therefore are not considered to raise public safety issues in terms of pedestrian traffic. Given the size of the advertisement, level and method of illumination, the proposal would not present a distraction to motorists travelling along Great Queen Street. The policy 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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