

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		22/03/2010	
		N/A / attached		<b>Consultation Expiry Date:</b>		n/a	
<b>Officer</b>				<b>Application Number(s)</b>			
Amanda Peck				2009/5699/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
Waverley House Hotel 130-132 Southampton Row London WC1B 5AG				Refer to draft decision notice			
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>				
<b>Proposal(s)</b>							
Display of 4 fascia signs with internally illuminated lettering and 2 non-illuminated plaque signs at entrance.							
<b>Recommendation(s):</b>		Grant permission					
<b>Application Type:</b>		Advertisement Consent					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>	No. notified	00	No. of responses	00	No. of objections	00	
			No. electronic	00			
Summary of consultation responses:		n/a					
<b>CAAC/Local groups* comments:</b>		n/a					

### Site Description

This 7 storey plus roof level hotel building is located on the north east side of Southampton Row. The building is not Listed and is not within a Conservation Area (the boundary of the Bloomsbury Conservation Area is to the rear of the property and halfway along Cosmo Place).

### Relevant History

- 2009/5705 – “Erection of 2 glass and stainless steel canopies over main and brasserie entrances, to hotel (C3)” approved 5 March 2010.
- 2009/1060 – “Alterations to hotel entrance on Southampton Row and Cosmo Place elevations including the erection of new canopies and replacement doors” refused 2 June 2009.
- 2009/1062 – “Internally illuminated canopy panel, entrance plate, 2 x freestanding totem signs at ground floor level and 2 x internally illuminated flag signs at second and third floor level of Southampton Row and Cosmo Place elevations of hotel building” Part Granted (canopy panel and entrance plates), part refusal (totem signs and flags signs) 2 June 2009.

## Relevant policies

### Camden Replacement Unitary Development Plan 2006

SD6 - Amenity for occupiers and neighbours

B1 - General design principles

B4 - Shopfronts, advertisements and signs

B7 - Conservation Areas

### Camden Planning Guidance 2006

### Bloomsbury Conservation Area Statement

## Assessment

### Background

There have been a number of recent applications for new canopies and new signage at this property which have been refused. The applicant has consequently amended the overall strategy for signage here as follows, before submitting the current application:

- The proposed ground floor totem signs proposed in 2009/1062 have been omitted;
- The second and third floor flag signs proposed in 2009/1062 have been omitted; and
- Because the canopy proposals have changed, the proposal is now for fascia signs on the building as opposed to on the new metal screens proposed in 2009/1060.

The new signs are associated with the new entrance canopy to Southampton Row which was the subject of a separate planning application (2009/5705) and was approved on 5 March 2010.

### Proposal

The application has been made for a number of new signs at the premises as follows:

- Three internally illuminated fascia signs to the shopfronts on Southampton Row (one) and Cosmos Place (two) – “Mercure Hotel”. Acrylic individual letters (maximum height of 340mm), with the signs being 3.8m from the ground and the full width of each of the ground floor windows. The individual letters are internally illuminated with red and blue LED sources.
- One internally illuminated fascia sign above the corner entrance door – “Brasserie”. Acrylic individual letters (maximum height of 20mm), with the sign being 3.8m from the ground and the full width of the entrance between two pilasters. The individual letters are internally illuminated with red and blue LED sources; and
- Two non-illuminated adverts to the pilasters on either side of the Southampton Row entrance – “Mercure Bloomsbury”. Lacquered aluminium, 2.4m from the ground measuring 557 x 420 x 55mm.
- The existing canopies are also being retained with the canopy material being replaced in a different colour (existing colour is blue, proposed is burgundy/plum). As there are no adverts proposed on the canopy this element of the work does not require advertisement consent.

### Design

Camden Planning Guidance states that lettering on fascia signs should be proportionate to the scale of the shopfront, fascia and box signs should not obscure or damage existing architectural features and properties should only have one main fascia sign to minimise visual clutter. It also states that the type and appearance of illuminated signs should be sympathetic to the design of the building.

The proposed signs, whilst contrasting from the traditional host property with the proposed materials, are considered to be acceptably proportioned and positioned. There is more than one fascia sign proposed on the building, with one on the Southampton Row elevation and two on the Cosmo Place elevation. This is considered acceptable because the location of the pilasters and windows on the building creates individual ‘shopfront’ areas and it is appropriate for each ‘shopfront’ to have a fascia sign without adding to visual clutter in the area. The internal illumination of the fascia signs would be limited to the lettering and the means of illumination is typical for a commercial building in this area. The non-illuminated plaque signs are relatively small and are likely to benefit from deemed consent

under Class 5 of the Advert Regulations.

**Recommendation**

The proposed signage is considered to accord with the policies contained in the Unitary Development Plan and is therefore recommended for approval.

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