

Delegated Report		Analysis sheet		Expiry Date:		02/03/2010	
		N/A		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
David Peres Da Costa				2009/5929/A			
Application Address				Drawing Numbers			
Bershire House 168 High Holborn WC1V 7AA				Refer to draft decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
		V.Fowlis 18/2/10					
Proposal(s)							
Display of an internally illuminated projecting sign with glass canopy above entrance of existing office building (B1 Use Class).							
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:		N/A					
CAAC/Local groups* comments: <small>*Please Specify</small>		N/A					
Site Description							
Berkshire House is a ten-storey office building surrounded by commercial buildings to the east and west and a leisure centre with residential flats above to the south. The site is not located within a conservation area.							
Relevant History							
2007/3883/A: Display of externally illuminated awnings and fascia signage to front and side elevations. <u>Granted</u> 19/10/2007.							

Relevant policies

London Borough of Camden Replacement Unitary Development Plan 2006

SD6 – Amenity for Occupiers and Neighbours

B1 – General design principles

B4B – Advertisements and signs

Camden Planning Guidance 2006

Assessment

Proposal: The application seeks advertisement consent for a canopy with an integrated internally illuminated projecting sign. The canopy and projecting sign would form a reverse L shape when viewed from the front and would be mounted 3.4m above ground level. The projecting sign would measure 4.0m x 1.2m and would have the lettering Berkshire House internally illuminated. The top of the projecting sign would be 7.4m above ground level. The canopy element would be 2.3 wide and would project 1.3m from the front elevation. The canopy and projecting sign would have an illuminated strip with colour changing LED lighting.

Revision: Following officer's concerns over the position, size and illumination of the projecting sign /canopy the proposal has been revised. The size and bulk of the canopy/projecting sign have been reduced. The revised canopy would consist of a 20mm thick glass panel projecting 1.0m from the front elevation with a centrally mounted downlighter. The projecting sign would consist of a 0.2m wide stainless steel panel and a 0.3m wide glass panel, giving a total width of 0.5m. The sign would be 1.9m high and would have fret cut lettering on the glass panel displaying the text 'Berkshire' which would be halo illuminated by internal white LEDs. At the base of the projecting sign the glass panel would extend 0.5m in line with the projecting canopy to form an L shape when viewed from the side. This part of the glass panel would display the building number '168-173'. The sign and canopy would be mounted 2.6m above ground level.

Assessment: The use of glass for the canopy and part of the projecting sign gives the revised proposal a lightweight appearance. The fret cut lettering on the projecting sign echoes the existing fret cut lettering on the front elevation of the application property. The projecting sign and canopy is considered acceptable in terms of its size, location and method of illumination. The position of the sign does not project above the existing integral 'lightbox' on the front elevation and its position compliments the existing elements of the High Holborn entrance frontage. The depth of the projecting canopy is considered acceptable in this commercial area.

The proposed sign raises no amenity or public safety concerns. Given its height above ground level, the canopy would not interfere with free movement along the highway.

Recommendation: Grant advertisement consent.

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