

Delegated Report		Analysis sheet		Expiry Date:		28/12/2009	
		N/A / attached		Consultation Expiry Date:			
Officer				Application Number(s)			
Rob Tulloch				2009/4841/A			
Application Address				Drawing Numbers			
Holiday Inn Bloomsbury Coram Street London WC1N 1HT				See decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of 1 internally illuminated freestanding totem sign at Coram Street, 1 internally illuminated projecting sign on Herbrand Street elevation and 1 internally illuminated projecting sign on Marchmont Street elevation, 1 internally illuminated fascia sign, 1 frosted vinyl sign to entrance doors and windows, to hotel (Class C1).							
Recommendation(s):		Grant Advertisement Consent					
Application Type:		Advertisement Consent					
Conditions:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses No. electronic	00 00	No. of objections	00
Summary of consultation responses:		None received					
Local groups comments:		<p>Marchmont Association welcomed the application and made the following comments:</p> <ul style="list-style-type: none"> • Sign 3 could be repositioned so as not to interfere with an adjacent CCTV camera. • Sign 1 may cause glare to neighbouring residents, but the increased luminance would benefit community safety. <p><u>Officer's response</u> <i>Sign 3 is higher than the camera so would not obscure views of the highway. Sign 1 does not directly face residential properties and is no more reflective than the existing sign so would not harm residential amenity. Only the letters are to be illuminated not the whole sign. See report for further details.</i></p>					

Site Description

A 6-storey plus basement hotel built in the late 1960's. It is bounded by Marchmont Street to the east, Coram Street to the north, and Herbrand Street to the west. It does not lie within a conservation area.

Relevant History

ASX0104631 The display of an internally illuminated projecting box sign, and fascia signs, and free-standing signs Granted 21/08/2001

ASX0005308 Display of externally illuminated fascia sign. Granted 30/01/2001

ASX0004285 The display of an externally illuminated panel to one side of the main entrance with stainless steel letters, an externally illuminated freestanding sign, an internally illuminated projecting sign to one side of the main entrance, and a new fascia with halo white illuminated letters. Granted 06/06/2000

AD1897 (1) a sign comprising individual internally illuminated letters approximately 800mm high positioned above main entrance on Coram Street and reading "Bloomsbury Crest Hotel". (2) Two internally illuminated projecting box signs measuring 3.050m x 0.450m, fixed to columns at first floor level, one on the Herbrand Street frontage and one on the Marchmont Street frontage. Granted 21/12/1981

Relevant policies

Camden Replacement Unitary Development Plan 2006

B4 – Shopfronts, advertisements and signs

Camden Planning Guidance 2006

Advertisements and signs

Assessment

The original application was for 10x signs, but it was amended as follows:

Sign 1 – 5.5m internally illuminated totem sign, reduced to 3.5m on request

Sign 2 – Internally illuminated projecting sign on western elevation

Sign 3 – Internally illuminated projecting sign on eastern elevation (option 1)

Sign 4 – Internally illuminated fascia sign

Sign 5 – door stickers (removed from application as they would benefit from deemed consent)

Sign 6 – illuminated sign at reception (removed from application as it would benefit from deemed consent)

Sign 7 – parking information sign on north elevation (removed from application as it would benefit from deemed consent)

Sign 8 - parking information sign on north elevation (removed from application as it would benefit from deemed consent)

Sign 9 – 2x external lights around main entrance (removed from application as they are not adverts and are considered *de minimis*)

Sign 10 – 2 external floodlights on eastern elevation (removed from application as they are not adverts but would require planning permission)

Assessment

Sign1

This sign is a free standing internally illuminated T-shaped "totem" sign to be constructed in white powder coated aluminium with green lettering. It measures 3500mm high, and is approximately 1300mm wide up to a height of 2200mm, and 1918mm wide above that. It would replace a similarly sized existing sign that measures 3500mm high and 1350mm wide.

A comment has been received that the white coating may cause glare to adjacent residential properties. The existing sign is green Perspex which itself is quite reflective. The proposed powder coated casing is not considered to be any more reflective, and there are no residential properties directly facing the sign; a public house is approximately 22m directly to the north west and the hotel is approximately 14m directly to the south east. The closest residential properties are in the Brunswick Centre approximately 24m away with an oblique view of the sign. Only the lettering and logo are illuminated, and the sign is not considered to cause any harm to visual or residential amenity, or to cause a hazard to traffic.

Sign 2

An internally illuminated projecting sign measuring 1311 x 889mm with a base height above street level of 5650mm. This sign is to be displayed on the Herbrand Street elevation above the ramp to the basement car park, and replaces a slightly smaller sign in the same position. Due to its size and height it is not considered to affect amenity or safety.

Sign 3

An internally illuminated projecting sign measuring 1311 x 889mm with a base height above street level of 5650mm. This sign is to be displayed on the Marchmont Street elevation, and replaces a slightly smaller sign in the same position. Due to its size and height it is not considered to affect amenity or safety.

A comment has been made that the sign may obscure the view of a nearby CCTV camera; however, the sign will be 5650mm above street level and attached to the eastern elevation of the hotel. The CCTV camera is attached to a lamp post on the other side of the pavement and is lower than the proposed, and existing, sign. Therefore it is considered that the proposed sign would not obscure the view of the camera.

Sign 4

A white powder coated internally illuminated fascia sign above the main entrance to the hotel. The proposed sign would be 10195mm across and 712mm high, with lettering and a logo measuring 2252mm wide. Only the lettering and logo would be illuminated, and it would replace a fascia sign of the same dimensions and similar method of illumination. As such it is not considered to affect amenity or safety.

The proposed signs would replace existing signage in the same locations, of a similar size, and with similar methods of illumination. As such, the proposed signage is considered appropriate in its context and is not considered to harm visual or residential amenity.

The size, location and method of illumination of the proposed signs are not considered to pose a hazard for vehicular traffic.

Recommendation

Grant Advertisement Consent

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