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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|-----------------------------------------------------------------------|-------------------------------------|--------------------------------------|-----------|-------------------|-----------|
| <b>Delegated Report</b>                                                                                                                                                                                                                   |                            | <b>Analysis sheet</b>                                                 |                                     | <b>Expiry Date:</b>                  |           | <b>08/12/2009</b> |           |
|                                                                                                                                                                                                                                           |                            | N/A / attached                                                        |                                     | <b>Consultation Expiry Date:</b>     |           | N/A               |           |
| <b>Officer</b>                                                                                                                                                                                                                            |                            |                                                                       |                                     | <b>Application Number(s)</b>         |           |                   |           |
| Rob Tulloch                                                                                                                                                                                                                               |                            |                                                                       |                                     | (i) 2009/4588/A<br>(ii) 2009/ 4941/L |           |                   |           |
| <b>Application Address</b>                                                                                                                                                                                                                |                            |                                                                       |                                     | <b>Drawing Numbers</b>               |           |                   |           |
| 233 High Holborn<br>London<br>WC1V 7DN                                                                                                                                                                                                    |                            |                                                                       |                                     | See draft decision notices           |           |                   |           |
| <b>PO 3/4</b>                                                                                                                                                                                                                             | <b>Area Team Signature</b> | <b>C&amp;UD</b>                                                       | <b>Authorised Officer Signature</b> |                                      |           |                   |           |
|                                                                                                                                                                                                                                           |                            |                                                                       |                                     |                                      |           |                   |           |
| <b>Proposal(s)</b>                                                                                                                                                                                                                        |                            |                                                                       |                                     |                                      |           |                   |           |
| (i) Display of x1 internally illuminated fascia sign and x1 non-illuminated fascia sign, to retail shop (Class A1)<br>(ii) Display of x1 internally illuminated fascia sign and x1 non-illuminated fascia sign, to retail shop (Class A1) |                            |                                                                       |                                     |                                      |           |                   |           |
| <b>Recommendation(s):</b>                                                                                                                                                                                                                 |                            | (i) Grant Advertisement Consent<br>(ii) Grant Listed Building Consent |                                     |                                      |           |                   |           |
| <b>Application Type:</b>                                                                                                                                                                                                                  |                            | Advertisement Consent<br>Listed Building 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                                                          | <b>00</b>                           | No. of responses                     | <b>00</b> | No. of objections | <b>00</b> |
|                                                                                                                                                                                                                                           |                            |                                                                       |                                     | No. electronic                       | <b>00</b> |                   |           |
| <b>Summary of consultation responses:</b>                                                                                                                                                                                                 |                            | None received                                                         |                                     |                                      |           |                   |           |
| <b>CAAC/Local groups* comments:</b><br>*Please Specify                                                                                                                                                                                    |                            | None received                                                         |                                     |                                      |           |                   |           |

## Site Description

The building is a Grade II listed building remodelled in 1930 by Frederick Etchells & Herbert A Welch comprising a retail unit on the ground floor with six floors of offices above. It is a pioneer work of the Modern Movement in England, the office block has good claim to be the first office block in England inspired by the International style. The building has a steel frame construction with brick panel infilling, an external finish of roughcast cement and continuous strip windows with frames and mullions of stainless steel glazed with prismatic glass alternate with bands of roughcast. The ground floor shop has a polished black marble frontage with 6 bays including a splayed corner bay and double entrance doors of plain stainless steel with grille over.

The site lies within the Bloomsbury Conservation Area and Holborn Central London Frontage.

## Relevant History

L9602154R1 & A9602155 - Removal of original street numbering and display of two advertisement signs to front elevation. **Part allowed on appeal** 07/08/1997.

LSX0104085 & ASX0104084 - The display of one non-illuminated fascia sign (690mm x 3250mm) and two wall mounted signs (185mm x 870mm and 230mm x 1100mm) of polished stainless steel construction and the replacement of numbering. **Granted** 26/03/2001.

2004/5546/L & 2004/5545/A - The display of two internally illuminated fascia signs to ground floor shop frontage and 'new look' logo on black vinyl inside the glazing of the windows along the side and rear elevation. **Granted** 22/03/2005.

## Relevant policies

SD6 – Amenity for occupiers and neighbours  
B1 – General design principles  
B3 – Alterations and extensions  
B4 – Shopfronts, advertisements and signs  
B6 – Listed buildings  
B7 – Conservation Areas

Camden Planning Guidance 2006

Bloomsbury Conservation Area Statement

## Assessment

### Proposal

These applications seek listed building consent and advertisement consent for the display of two fascia signs. The existing signage comprises two internally illuminated signs displaying the company logo “new look”, one on the High Holborn elevation and one above the corner entrance. The signage comprises lettering only which is attached directly to the frontage. The first sign, measuring 3254mm (w) by 625mm (h) is displayed on the High Holborn elevation; the second measuring 1685mm (w) by 324mm (h) is above the corner entrance to the shop. The proposed signage is the same height, width and typeface as the existing signage. The main differences are:

- (i) the existing signs are 50mm deep, whilst the proposed signage comprises the word “new” 80mm deep and “look” 50mm deep on the High Holborn elevation, and lettering 40mm deep and 25mm deep on the corner.
- (ii) the existing signs sit 20mm forward of the frontage, the proposed sign on the High Holborn elevation will sit 20mm in front of the frontage, whilst the corner sign will have no space between itself and the frontage.
- (iii) the existing signage is internally illuminated, the proposed signage on the High Holborn elevation will be halo-lit, the corner signage will not be illuminated, both proposed signs will have white aluminium back panels placed directly on the frontage behind the individual letters.
- (iv) the existing lettering comprises white and pink interiors, the proposed lettering will comprise polished stainless steel.

The main considerations in assessing these applications are;

- impact upon the character and appearance of the listed building and conservation area
- impact upon amenity impact upon public safety

### Impact upon the character and appearance of the listed building and character and conservation area

The proposed signage will be of the same size and location as existing, and comprise of one halo-illuminated sign and one non-illuminated sign as opposed to two internally illuminated signs, in line with Camden Planning Guidance. Therefore the signage is not considered to harm the character and appearance of the Bloomsbury conservation area or the setting of the listed building.

However, planning guidance states that any advertisements on, or near, a listed building or in a conservation area must not harm their character and/or appearance and must not obscure or damage specific architectural features of buildings. The black marble frontage of the shop unit is identified in the listing; as such it requires protection from potentially damaging interventions. The proposed plans do not show how the aluminium back panels will be attached to the frontage, and show the new signage being affixed to the frontage in different locations to the existing signage. Conditions should be attached to the consent requiring that (i) the aluminium backing panels should only be attached to the frontage by the fixings shown on the plans and not by any form of adhesive, and (ii) the proposed signage should only be displayed using the existing openings in the marble frontage and not introduce any new openings into the frontage for the purposes of displaying the approved advert.

### Impact upon amenity and public safety

The scale of the proposed signage and the type of illumination are not considered to create any amenity issues as it would not be unduly dominant in the street scene, and as there are no residential properties in the immediate vicinity, it would not disturb adjoining residents at night. The scale of the proposed signage and the type of illumination are not considered to create any public safety issues in terms of distracting drivers.

### Recommendation

Listed building consent and advertisement consent are granted

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