

Delegated Report		Analysis sheet		Expiry Date:		30/11/2009	
		N/A		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
David Peres Da Costa				2009/4647/A			
Application Address				Drawing Numbers			
31 - 33 High Holborn London WC1V 6AX				Refer to draft decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Temporary display of externally illuminated scaffolding advertisement shroud.							
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							
The application site is a six storey building with a basement located on the northern side of High Holborn. The buildings fronts High Holborn however Fulwood Place runs down the western and rear elevation of the building. Formerly, the property was host to shops (Class A1) at ground floor level and offices (Class B1) on the upper levels. The building however, has now been vacant for approximately six years. Works are currently in progress in association with planning permission 2008/2588/P. The building is on a designated Central London Frontage and is within the Bloomsbury Conservation Area.							

Relevant History

2008/2588/P: Change of use of upper floors from retail/office uses (Class A1 and B1) to residential use (Class C3) to provide 9 units, including extension and refurbishment of the upper floors, retention of ground and mezzanine floors as retail (Class A1), alterations to ground floor entrance, refuse storage and existing spiral stair/escape provision. Granted subject to a section 106 legal agreement 25/03/09.

2009/0847/A: Temporary display of externally illuminated scaffolding advertisement shroud. Granted 17/04/2009.

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

B7– Conservation Areas

Camden Planning Guidance 2006

Assessment

The proposal is for the display of an externally illuminated scaffolding shroud with advertising to the front of the building along High Holborn for a temporary period whilst building works take place. The shroud would be 11.8m wide by 12.5m in height and would be positioned 4m above ground level. The sides would have a depth of 2.3m from the building. A sample of the perforated rip and tear proof pvc material proposed has been submitted with the application. All remaining scaffolding would be covered with a solid grey mesh. The proposed advertisements would change but the dimensions would remain the same with no moving components. The shroud would be illuminated from the top of the advertisement with down lighters (luminance levels less than 600cd/m²). The illumination would be static. The scaffolding has been in place since October 2008. The proposed temporary period for the advertisement is until 30th April 2010 or until the completion of the works, whichever is sooner. Advertisement consent was previously granted (see planning history) for an externally illuminated scaffolding shroud with advertising for a temporary period until 31st October 2009. This proposal is identical to that previously granted permission.

Design and Appearance

The proposed advertising shroud due to its sized and position would be a fairly prominent addition to the street scene. However, High Holborn is a main central London frontage with a bustling commercial character with many shops, services and cafes at ground floor level and offices on the upper floors. The architecture is varied from traditional character properties to glazed modern office developments with prevailing building heights of around 7 stories. Within this environment an advertising shroud would not be out of place and as the mesh would conceal the unattractive scaffold it would not be considered to harm the appearance of the building for the temporary period over which it is required.

Amenity

The shroud would not have any intermittent light source or moving images that may be distracting or confusing to drivers. Standard informatives relating to the maintenance of the advertisement and public safety should be attached to any permission. The illumination would be directed at the banner from the top and is therefore unlikely to cause distracting glare. The surround of the image would be 3.5m above pavement level and would not therefore interfere with the movement and safety of pedestrians beyond that of the existing scaffold. The immediately neighbouring properties are not in residential use. The illumination would not therefore cause a loss of residential amenity from light overspill. The works are therefore considered to be acceptable in terms of public safety and neighbour amenity.

Recommendation:

Grant advertisement consent for the temporary period requested.

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