

Delegated Report	Analysis sheet	Expiry Date:	16/10/2009
	N/A / attached	Consultation Expiry Date:	N/A

Officer	Application Number(s)
Jasmine Hancock	2009/3662/A

Application Address	Drawing Numbers
Brownlow House 50 - 51 High Holborn London WC1V 6ER	See decision notice.

PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature

Proposal(s)

Display of two externally illuminated fascia signs on the High Holborn and Brownlow Street elevations and one externally illuminated projecting sign on the High Holborn elevation.

Recommendation(s): Grant advertisement consent subject to conditions

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: None required to be consulted.

CAAC/Local groups* comments: None required to be consulted.
*Please Specify

Site Description

The application site is located on the ground floor level on the corner of High Holborn and Brownlow Street. The application site is currently occupied by an A2 use (financial and professional services) with offices above.

The property is not a listed building however the application site is located within the Bloomsbury Conservation Area.

Relevant History

9080063 (Granted 9/4/1991) – internally illuminated shop sign at fascia level and internally illuminated projecting box sign

9000393 (Granted 9/4/1991) - the installation of a new shopfront

Relevant policies

Replacement Unitary Development Plan 2006

- SD1 (Quality of life)
- B1 (General design principles)
- B4b (Advertisements and signs)

Camden Planning Guidance 2006

Chapter 2 (Advertisements and signs)

Bloomsbury Conservation Area Statement

Assessment

Proposal

The applicant is seeking advertisement consent for the following:

- 2 x externally illuminated fascia signs, one on the High Holborn elevation, one on the Brownlow Street elevation
- 1 x externally illuminated projecting box sign located on the High Holborn elevation

Assessment

Applications for advertisement consent must be assessed in terms of their impact on “amenity” and “public safety”.

Amenity

The proposal includes the replacement of two externally illuminated fascia signs on the High Holborn and Brownlow Street elevations with the replacement of two externally illuminated fascia signs of the same dimensions and position as the existing fascia signs. The fascia signs on the High Holborn and Brownlow Street elevations and projecting box sign on the High Holborn elevation would be externally illuminated by a light trough.

This is an amendment to the original submission which proposed a wrap around fascia sign on the High Holborn and Brownlow Street elevation. The wrap around fascia was considered to be unnecessarily large in terms of its width, obscuring the stone fascia detail. The scheme was subsequently amended to be in accordance with the position and size of the existing fascia signs.

The method of illumination is not contrary to the Bloomsbury Conservation Area Statement which advises that external illumination of signs may be acceptable. It is not considered that the position, design, size or method of illumination of proposed fascia signs or the projecting box sign would have any adverse impact on the architectural integrity of the existing building or the character and appearance of the Bloomsbury Conservation Area.

Public Safety

The application site is located on the corner of a busy highway and narrow side street. It is not considered that the proposed externally illuminated fascia signs and projecting box sign will result in

any adverse impact on the safety of drivers, cyclists or pedestrians using High Holborn or Brownlow Street.

Recommendation

Based on the above the application for advertisement consent is recommended for approval subject to conditions.

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