

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		07/09/2009	
		N/A / attached		<b>Consultation Expiry Date:</b>		N/A	
<b>Officer</b>				<b>Application Number(s)</b>			
Elaine Quigley				2009/3444/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
Units 3 & 4 1 Southampton Row London WC1B 5HA				See draft decision notice			
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>				
<b>Proposal(s)</b>							
Display of internally illuminated signage to bank.							
<b>Recommendation(s):</b>		Grant subject to conditions					
<b>Application Type:</b>		Advertisement 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	00	No. of responses	00	No. of objections	00	
			No. electronic	00			
<b>Summary of consultation responses:</b>		None received					
<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>		None received					
<b>Site Description</b>							
<p>The application site forms part of a larger site that is almost completed for the development of a new office and retail building, as approved by 2005/1082/P. The site is bounded by Southampton Row to the east, High Holborn to the south and Southampton Place to the west. This application relates solely to Units 3 and 4 at ground floor level (situated on the junction of High Holborn / Southampton Row frontage), which was recently granted planning permission (2008/5164/P) for change of use from Class A1 to Class A2 (financial and professional services).</p> <p>The surrounding area is characterised by a mix of uses close to the High Holborn / Southampton Row / Kingsway interchange. These include office, retail and financial and professional service uses within the 5 storey plus buildings.</p> <p>The site is located within the Bloomsbury Conservation. Although the host building is not listed, there are several Listed Buildings located adjacent to the site. These include No. 1-8 Southampton Place (Grade II*) and No. 17-23 Southampton Row (Grade II).</p>							

## Relevant History

Various applications have been submitted relating to the site as a whole at 125 High Holborn, comprising 9-10 Southampton Place, 121-125 High Holborn and 3-9 and 11-13 Southampton Row.

With regard to the units 3 and 4 the following applications have been submitted:

13/07/2009 – Planning permission was **granted** for the installation of new shopfronts at ground floor level on south and east elevations in connection with use as a bank (Class A2) (ref no: 2009/2476/P).

21/04/2009 - Planning permission was **refused** for the installation of new shop front in connection with use as a bank (Class A2) (2009/0604/P). The application was refused for the following reason:

*“The proposed shopfronts, by reason of their inappropriate detailed design, would be detrimental to the character and appearance of the building, the streetscene and the wider Bloomsbury Conservation Area, contrary to policies B1 (General design principles), B4a (Shopfronts) and B7 (Conservation areas) of the London Borough of Camden Replacement Unitary Development Plan 2006 and to advice within Camden Planning Guidance 2006”.*

21/04/2009 - An associated advert application for the display of internally illuminated fascia signs to front elevations of bank (Class A2) was also **refused** (ref no: 2009/0606/A) for the following reason:

*“In the absence of clear elevation plans and accurate section plans, it is considered that the proposed illuminated signs at fascia level and sub-fascia level, by reason of size, location and number, are likely to be detrimental to the character and appearance of the building, and visual amenity of the streetscene and the wider Bloomsbury Conservation Area, contrary to policy B4b (Advertisements and signs) and B7 (Conservation areas) of the London Borough of Camden Replacement Unitary Development Plan 2006 and to advice contained within the Camden Planning Guidance 2006”.*

16/12/2008 - Planning permission was **granted** for the change of use from Class A1 to Class A2 (financial professional services) (ref no: 2008/5164/P).

## Relevant policies

### Replacement Unitary Development Plan 2006

SD6 – Amenity for occupiers and neighbours  
B1 – General design principles  
B4 – Shopfronts, advertisements and signs  
B7 – Conservation areas

### Camden Planning Guidance 2006

Advertisement and signs  
Conservation areas  
Design

Bloomsbury (1) revised draft published April 2008  
Bloomsbury – West Side (1a)

## Assessment

### Proposal

Advertisement consent is sought for the display of internally illuminated signage to a bank (Class A2). It is proposed to display the new fascia signs within each shop front frame that would result in 3 new fascia signs on the Southampton Row elevation and 5 new fascia signs on the High Holborn elevation of the unit. They would display the corporate logo of the occupier 'Metro Bank'. It is proposed to internally illuminate the individual letters that would be mounted on 10mm of clear tempered glass. The letter 'M' of the word 'Metro' would sit proud of the face of glass by 75mm and the remaining letters would sit 50mm proud of the face of the glass. The lettering would be red and white (the letter 'M' of the word 'Metro' would be red and the remaining letters would be white in colour).

This is a revised scheme to the previously refused advert application on 21/04/2009 (see planning history section). The previous application was refused as the details of the signage were not clear from the drawings submitted, including the number of signs. Concerns were raised regarding the installation of a separate fascia to attach each of the new signs and the size of the fascia in terms of its depth. The scheme has been revised to display the signs at sub fascia level by pinning them to the glass itself.

The main issues to consider are:

- Design
- Amenity

### Design

The position of the signs at sub fascia level is considered acceptable. They would be pinned to the glass that would not interfere with the main fascia or the architectural features of the shopfront and would be considered acceptable.

Eight new signs would be displayed. Given that the unit is on a corner with frontages onto Southampton Row and High Holborn, the number, and size of the signs is considered appropriate for this large unit. The method of illumination is considered appropriate within a Conservation area.

### Amenity

With regard to the proposed signage, the only amenity issues that can be considered with the application for advertisement consent are public safety, access and light pollution. Given the location of the application site, the position of the proposed signs and the context of the surrounding area (busy junction site with a mix of surrounding uses), there are no amenity issues envisaged from the proposed advertisements.

In terms of public safety, the proposed signs are location at fascia level and thereby raise no concerns relating to obstructing traffic signs or distracting drivers along the High Holborn / Southampton Row / Kingsway highways.

### Conclusion

Grant advertisement consent subject to conditions

### **Disclaimer**

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