

Delegated Report		Analysis sheet		Expiry Date:		24/08/2009	
		N/A		Consultation Expiry Date:		-	
Officer				Application Number(s)			
Jennifer Walsh				2009/0544/L			
Application Address				Drawing Numbers			
1 Vernon Place Holborn London WC1A 2EP				Please refer to draft decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Installation of two retractable awnings and 4 wall mounted heaters to front of building.							
Recommendation(s):		Refuse Listed Building Consent					
Application Type:		Listed Building 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:		Bloomsbury CAAC objected to the application on the following grounds: - The proposed awnings are unduly obtrusive and badly located dividing the ground floor opening and thereby disrupting the proportion of the major façade of the Listed Building, by reason of their size and location at the corner of Bloomsbury Square which would add to their harm to the Conservation Area and the Listed Building.					

Site Description

Victoria House is a grade II listed building that was constructed c1926-32 by Charles William Long for the Liverpool Victoria Insurance Company as their headquarters. It is a 6 storey Neo-Classical building, a steel frame clad in Portland stone, with prominent frontages to Southampton Row and Bloomsbury Square. The awnings to which this application relates are on the Vernon Way elevation. The site is within the Central London Area and the Bloomsbury Conservation Area.

Relevant History

2009/0552/A - Display of two non-illuminated awning signs to front elevation of 'Traffic' bar (Class A4). **REFUSED 18/05/2009**

2009/2197/A - Retention of an awning to the front elevation Refused and warning of enforcement action to be taken 27/07/2009

2009/1634/L - Retention of an awning to the front elevation. Refused and warning of enforcement action to be taken 27/07/2009

Relevant policies

Camden Replacement Unitary Development Plan 2006

B1- General design principles

B4- Shopfronts, advertisements and signs

B6 – Listed Buildings

B7- Conservation Areas

Camden Planning Guidance 2006

Assessment

Proposal

The application seeks to erect two awnings below fascia level plus wall mounted heaters to the south east elevation of Victoria House fronting Vernon Place. It is intended to provide a degree of shelter for smokers of the bar 'Traffic'. Advert consent has already been refused for this – see history above; this listed building application has been delayed due to the validation process but is required as the building is listed. The same issues apply as before and the scheme is considered unacceptable on account of its impact on the listed building and conservation area.

Design

The application includes the erection of two black awnings with a purple logo 'TRAFFIC' as well as contact details for the bar on it. The awning will be 2.1 metres in height, 3.8 metres wide and 1.2 metres deep from the front elevation. The blind is proposed to be located 2.5m from the kerb edge.

There are no other awnings on the south east elevation of Victoria House, and on this attractive traditional style façade the awnings appear prominent and incongruous. The modern design of the awning is not in keeping with the historic fabric of the building and when extended it obscures part of the detailed front elevation resulting in harm to visual amenity. The result is that the awning signs detract from the special architectural character of the grade II listed building and would visually harm the character and appearance of the Bloomsbury Conservation Area.

The small projecting signs in relation to the neighbouring unit and the bank, whilst projecting from the façade, are modest in size and design and do not have the same degree of impact on the appearance of the buildings as the larger awnings which are clearly visible in long views along the road.

The awning adds visual clutter and fails to respect the character and appearance of the host listed building or the conservation area generally. The awning is therefore considered to be contrary to policies B1, B4, B6 and B7 of the UDP.

Recommendation: refuse Listed Building Consent for similar reasons as previous advert consent refusal

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