

Delegated Report		Analysis sheet		Expiry Date:		18/05/2009	
		N/A		Consultation Expiry Date:		-	
Officer				Application Number(s)			
Jennifer Walsh				2009/0552/A			
Application Address				Drawing Numbers			
1 Vernon Place Holborn London				Please refer to draft decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of two awning signs to front elevation of the Drinking Establishment (Class A4).							
Recommendation(s):		Refuse 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:		N/A					
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							
None relevant							
Relevant policies							
London Borough of Camden Replacement Unitary Development Plan 2006							
SD6- Amenity for occupiers and neighbours							
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 signs below fascia level to the south east elevation of Victoria House fronting Vernon Place.

Design

The application includes the erection of two black awning signs with a purple logo 'TRAFFIC' as well as contact details for the establishment. The awnings would be 2.15 metres above pavement level, 3.8 metres wide and 1.2 metres deep from the front elevation, and set back from the kerb edge by 2.5 metres.

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 style 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.

Amenity and Public Safety

The height of the proposed awnings above the pavement would be 2.1 metres in height. This would be under the minimum standards as recommended in the Camden Planning Guidance which is 2.3 metres. They are however located between lighwells and do not project over the public highway in a way that would impact on pedestrian safety. It is not considered that the proposed awnings would have any other harmful affects on amenity.

Recommendation: Refuse advert consent

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