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|---|--|--------------------------------|-----------|----------------------------------|-----------|-------------------------------------|-----------|
| <b>Delegated Report</b>   |  | <b>Analysis sheet</b>          |           | <b>Expiry Date:</b>              |           | <b>04/06/2009</b>                   |           |
|   |  | N/A / attached                 |           | <b>Consultation Expiry Date:</b> |           | -                                   |           |
| <b>Officer</b>  |  |                                |           | <b>Application Number(s)</b>     |           |                                     |           |
| Elizabeth Beaumont  |  |                                |           | 2009/1117/A                      |           |                                     |           |
| <b>Application Address</b>  |  |                                |           | <b>Drawing Numbers</b>           |           |                                     |           |
| Unit 7<br>1 Southampton Row<br>London<br>WC1  |  |                                |           | Please refer to 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 2 projecting signs with internally illuminated letters on Southampton Place and High Holborn frontages.  |  |                                |           |                                  |           |                                     |           |
| <b>Recommendation(s):</b>   |  | <b>Grant</b>                   |           |                                  |           |                                     |           |
| <b>Application Type:</b>  |  | <b>Advertisement Consent</b>   |           |                                  |           |                                     |           |
| <b>Conditions or Reasons for Refusal:</b>   |  | Refer to Draft Decision Notice |           |                                  |           |                                     |           |
| <b>Informatives:</b>  |  |                                |           |                                  |           |                                     |           |
| <b>Consultations</b>  |  |                                |           |                                  |           |                                     |           |
| <b>Adjoining Occupiers:</b>   |  | No. notified                   | <b>00</b> | No. of responses                 | <b>00</b> | No. of objections                   | <b>00</b> |
|   |  |                                |           | No. electronic                   | <b>00</b> |                                     |           |
| <b>Summary of consultation responses:</b>   |  | -                              |           |                                  |           |                                     |           |
| <b>CAAC comments:</b>   |  | -                              |           |                                  |           |                                     |           |
| <b>Site Description</b>   |  |                                |           |                                  |           |                                     |           |
| The proposed site is bounded by High Holborn to the south, Southampton Row to the east and Southampton place to the west. The site comprises a 5 storey building with retail and A2 (Financial and profession services) on the ground floor and offices above. None of the building are listed, but are adjacent to grade II* listed building on Southampton Place (nos. 1-8) and grade II on Southampton Row (nos. 17-23) and in close proximity to the listed Sicilian Avenue. The site lies within the Bloomsbury Conservation Area. |  |                                |           |                                  |           |                                     |           |
| The application relates solely to Unit 7 at ground floor level (situated on the junction of Southampton Place and High Holborn).  |  |                                |           |                                  |           |                                     |           |

## Relevant History

05/08/2005 – **p.p. granted** (2005/1082/P) for the demolition and redevelopment of 9-10 Southampton Place and 3-9 Southampton Row, and demolition and redevelopment behind the retained facade at 121-126 High Holborn, 1 and 11-13 Southampton Row to provide new office and retail accommodation together with associated plant, servicing and parking.

A number of other applications have been determined with regard to discharge of conditions and amendments to the approved scheme.

27/10/2008 – **p.p. granted** (2008/4277/P) for Installation of photovoltaic cells to roof of 1 Southampton Row development.

16/12/2008 - **p.p. granted** (2008/5184/P) for the change of use from Class A1 use (shops) to Class A2 use (financial and professional services) of unit B3 (basement level) and units 3 and 4 (ground floor), located in the South-east corner of the site, totalling 440sq m of gross internal floorspace.

### Units 3 & 4

21/04/2009 – **p.p. refused** (2009/0604/P) for the Installation of new shopfront in connection with use as a bank (Class A2). Reason for refusal: 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.

21/04/2009 – **advertisement consent refused** (2009/0606/A) for the display of internally illuminated fascia signs to front elevations of bank (Class A2). Reason for refusal: 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.

## Relevant policies

### **Camden 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**

### **Bloomsbury Conservation Area Statement**

## Assessment

**Proposal:** Permission is sought for the installation of two internally illuminated projecting signs on the ground floor pillars between the shopfront openings on both frontages. One sign would be installed on the stone pillar adjacent to the doorway on the High Holborn frontage at the same level as the sub-fascia. The other sign is proposed on the Southampton Place frontage. The projecting signs are double sided with a brown face and ivory lettering flush to the sign illuminated by internal LEDs. Only the lettering of the sign will be illuminated. The maximum height of the lettering is 0.2m. The sign would measure approximately 0.77m wide, 0.8m high and 0.2m deep and would be hung at height of 3.3m above pavement.

Internally suspended fascia signs, vinyl decals applied to the glazing and a brown painted 'A' frame signage board are also proposed. These features would not require advertisement consent and are not considered as part of this application.

**Design:** The proposed projecting signs would be fitted to the pilasters on the shopfront. The existing fascia is at a high level on the shopfront. The sub fascia incorporates the top window panes comprising arched windows. The projecting signs are proposed to align with the transom of the window at sub-fascia level. It is considered this is an appropriate location in relation to the shopfront. The lettering is proportionate to the scale of the shopfront and is considered acceptable.

Camden Planning Guidance specifies that the type and method of illumination should be sympathetic to the design of the building on which it is located. The proposed internally illumination is considered a discreet method of illumination and only the lettering will be illuminated. It is considered the signs have been sensitively positioned and would not harm the special architectural or historic interest of the building or character and appearance of the wider Bloomsbury Conservation Area.

**Amenity:** The proposed form of illumination would not be flashing or intermittent. It considered the proposed illumination would not become unduly dominant in the streetscene or disturb adjoining residents at night or cause safety hazards to drivers.

**Recommendation:** Grant Advertisement Consent.

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