

Delegated Report		Analysis sheet		Expiry Date:		22/05/2009	
		N/A / attached		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
Hannah Parker				2009/1100/A			
Application Address				Drawing Numbers			
1 Woburn Place London WC1H 0LQ				See Decision Notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Display of six halo lit internally illuminated fascia signs and one internally illuminated projecting sign.							
Recommendation(s):		Grant 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:		No responses to date					
CAAC/Local groups* comments: <small>*Please Specify</small>		No responses to date					
Site Description							
The application site refers to a six storey buildings which is situated on the east side of Woburn Place on the north east corner of the junction with Bernard Street. The property is not located within a conservation area but is located opposite the Bloomsbury Conservation Area.							
Relevant History							
9380129 1 Woburn Place Display of internally illuminated individual letter fascia sign (with letters 300mm high) and internally illuminated projecting sign (diameter 650mm) over entrance door. Granted 26/11/1993							
AS9704695 1 Woburn Place Display of internally illuminated fascia sign. Granted 17/10/1997							

Relevant policies

Set out below are the UDP policies that the proposals have primarily been assessed against, together with officers' view as to whether or not each policy listed has been complied with. However it should be noted that recommendations are based on assessment of the proposals against the development plan taken as a whole together with other material considerations.

S1/S2 Sustainable Development
SD1 Community Safety
SD6 Neighbourhood Amenity
B1 General Design
B4(b) Advertisements and signs

Camden's Planning Guidance

Assessment

Proposal

The display of six internally illuminated fascia signs and one internally illuminated projecting sign.

The application site already displays advertisement signs for HSBC.

The works include;

- Advertisement 1 dimensions H x W x D 0.4 x 7.57 x 0.06m
Height from the ground to the base of the advertisement 4.95m
White opal acrylic diffuser fascia piece with concealed joints incorporating halo illumination around black lettering and red HSBC logo
- Advertisement 2 dimensions H x W x D 0.4 x 1.445 x 0.06m
Height from the ground to the base of the advertisement 4.95m
White opal acrylic diffuser fascia piece with concealed joints incorporating halo illumination around black lettering and red HSBC logo
- Advertisement 3 dimensions H x W x D 0.4 x 1.445 x 0.06
Height from the ground to the base of the advertisement 4.95m
White opal acrylic diffuser fascia piece with concealed joints incorporating halo illumination around black lettering and red HSBC logo
- Advertisement 4 dimensions H x W x D 0.4 x 4.9 x 0.06 m
Height from the ground to the base of the advertisement 4.95m
White opal acrylic diffuser fascia piece with concealed joints incorporating halo illumination around black lettering and red HSBC logo
- Advertisement 5 dimensions H x W x D 0.4x 1.856 x0.06 m
Height from the ground to the base of the advertisement 4.95m
White opal acrylic diffuser fascia piece with concealed joints incorporating halo illumination around black lettering and red HSBC logo
- Advertisement 6 dimensions H x W x D 0.4x 8.610 x0.06 m
Height from the ground to the base of the advertisement 4.95m
White opal acrylic diffuser fascia piece with concealed joints incorporating halo illumination around black lettering and red HSBC logo
- Advertisement 7 (hanging sign) dimensions H x W x D 0.77 x 0.8 x 0.13m
Height from the ground to the base of the advertisement 3.3 m
Moulded acrylic on polished metal frame and brackets

All the signs will have static internal illumination at a level of 1140cd/m.

Main consideration

The Town and Country Planning (Control of Advertisements) Regulations 2007 only permits the Council to

consider amenity and public safety when determining applications for advertisement consent.

As mentioned in the site description the bank is situated on the corner of Woburn Place and Bernard Street. The premises has two frontages one facing Bernard Street, the other facing Woburn Place. The position, size, design and materials of all the advertisements are all considered appropriate and do not obstruct or clutter the frontage and will not have an adverse cumulative affect. It therefore does not have a detrimental impact on the appearance of the building and the character and appearance of the adjoining Bloomsbury Conservation Area in accordance with policies B4 and B7 of the London Borough of Camden Unitary Development Plan.

The proposed advertisements which are all static internally illuminated at 1140cd/m and all are placed at an adequate level above the highway (at least 3.3m). The advertisements are not considered to harm or obstruct the public highway or raise public safety issues. Due to their location they do not raise any issues with regard to residential amenity.

Recommendation Advertisement Consent

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