

Delegated Report		Analysis sheet		Expiry Date:		21/05/2009	
		N/A / attached		Consultation Expiry Date:		-	
Officer				Application Number(s)			
Elizabeth Beaumont				2009/0841/A 2009/0842/L			
Application Address				Drawing Numbers			
Unit 3A Victoria House 37-63 Southampton Row London WC1B 4DA				Please refer to decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
<u>Advertisement Consent:</u> Display of internally illuminated projecting sign							
<u>Listed Building Consent:</u> Display of internally illuminated projecting sign							
Recommendation(s):		Grant					
Application Type:		Advertisement Consent 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 comments:		N/A					

Site Description

The site is located on the corner of Southampton Road and Vernon Place. The site comprises an 8 storey Grade II listed building, Victoria House a commercial building with ground floor shops facing onto Southampton Row. The building was constructed in C1926 by Charles William Long for the Liverpool Victoria Insurance Company as their headquarters. The building is within the Central London Area in the Bloomsbury Conservation Area.

The application relates to a ground floor unit on the Southampton Road elevation.

Relevant History

Various permissions for the replacement of three illuminated fascia signs and two internally illuminate projecting signs on the Southampton Row and Vernon Place elevations, dating back to 1986.

07/06/07 – **p.p. and LBC** (2006/5439/A & 2007/0125/L) refused for 3 x internally illuminated fascia and 2 x internally illuminated projecting signed. Reason for refusal was that the proposed signs were to have an illuminated background contrary to Council policy and would have been harmful to the character and appearance of the conservation area.

28/03/2008 – **p.p. and LBC granted** (2007/4301/A & 2008/0573/L) for the installation of 3 internally illuminated fascia signs and 2 externally illuminated projecting signs.

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.

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

Bloomsbury Conservation Area Statement

Assessment

Permission is sought for the installation of internally illuminated projecting sign on the ground floor shopfront. The sign would be installed on the stone frontage at the same level as the fascia sign. The proposed materials are powder coated red aluminium with acrylic lettering flush to the sign and internally illuminated. The sign would measure approximately 0.65m wide, 0.65m high and 0.1m deep. The signs would be hung at height of 2.75m above pavement level and would be fixed into the building fabric using threaded rawl-bolts. Only the lettering of the sign will be illuminated.

The proposed projecting sign would be fitted to the side of the glazed shopfront and would be powder coated. 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 illuminated sign is considered a discreet method of illumination.

The proposed sign is considered not to harm the special architectural or historic interest of the grade II listed building or character and appearance of the Bloomsbury Conservation Area. It is similar in size, location and method of illumination to other projecting signs approved for Victoria House in recent past.

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: Approve Advertisement Consent.

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