

Delegated Report		Analysis sheet		Expiry Date:	04/02/2008
		N/A / attached		Consultation Expiry Date:	N/A
Officer			Application Number(s)		
Sara Whelan			2007/6323/A		
Application Address			Drawing Numbers		
114-118 Southampton Row London WC1B 5AA			Please see draft decision notice		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		
Proposal(s)					
Display of internally illuminated fascia sign with internally illuminated LED strip light below and internally illuminated projecting sign to restaurant (Class A4).					
Recommendation(s):		Grant			
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	01
			No. electronic	01		
Summary of consultation responses:	<p>Comments have been received from a nearby resident stating;</p> <p><i>'Although I do not have a statutory right to comment on this advertising application, I would like to make the point that the proposed new fascia is considerably more gaudy and eye-catching than the existing shop front. We don't need more visual 'shouting' on this already busy street. We want calmer, if anything'.</i></p> <p>The comments then go on to request that Camden Council should ask companies to create different signage which would compliment the look and feel of Camden.</p> <p>Officers response:</p> <ul style="list-style-type: none"> - These comments are not considered to be formal objections; therefore the application can be dealt with at a delegated level. - Unfortunately the Council can only assess the merits of applications for advert consent that are submitted to the Council. They cannot demand that applications are altered to be 'more interesting' or 'to fit in with Camden' unless they would have a demonstrable harm. The merits of the proposed signage will be discussed within the body of the report. 					
CAAC/Local groups* comments: *Please Specify	Bloomsbury Conservation Area Advisory Committee – no comments received					

Site Description

The application site comprises the ground floor commercial unit known as 114-118 Southampton Row. A substantial building located on the east side of Southampton Row, between Russell Square Mansions and Ormonde Mansions. The frontage of the site known as 114-118 Southampton Row has been divided to provide a vehicle entrance adjacent to the commercial unit. The frontage of the application site is 15m wide. The lawful use of the application site is A3 and is currently occupied by Pizza Express.

The premises includes a basement, part of which has A3 approval, the larger area is vacant but until recently has been used as a car park. Vehicle access is directly off Southampton Row at ground floor level to a car lift that transported vehicles to the basement. At ground floor level is the car park access behind shutters adjacent to the Pizza Express frontage and a door leading to a lift and stairs providing access to offices that occupy the four floors above.

The site is located within the Bloomsbury Conservation Area.

Relevant History

AS9704495 - Display of agents letting board – refused (5/8/1997)

2007/1305/P - Change of use of part ground and part basement parking space ancillary to offices above (B1 use) to alternative uses of either retail use (Class A1) or financial and professional services (Class A2), together with the installation of a new shop front, and a roof light to the rear first floor roof – granted (17/8/3007)

Relevant policies

Set out below are the UDP policies that the proposals have primarily been assessed against. 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.

Replacement Unitary Development Plan 2006

B4 – Shopfronts, advertisements and signs

B7 – Conservation Areas

Camden Planning Guidance (2006)

2 (Advertisements and Signs)

Assessment

Overview:

The premises are not within a designated protected retail frontage, or neighbourhood centre, therefore the main issues for consideration concern the impact on amenities of adjoining occupiers and character and appearance of this part of the Conservation Area.

Proposal:

The applicant seeks advert consent for

- 1 fascia sign, same size as present, with the lettering illuminated via blue LEDs for halo illumination only and an illuminated line detail splaying the frontage of the application site.
- 1 internally illuminated projecting sign measuring H: 75mm, W: 810mm.
- A blue/black vinyl logo would be applied to an existing column mounted menu but this does not require consent

Fascia Sign:

The proposed fascia would not comprise an internally illuminated box sign. Camden Planning Guidance with regard to fascia signs looks favourably at only the lettering in the fascia sign being illuminated rather than the whole fascia. The proposed fascia sign conforms to this guidance.

The existing fascia includes tubing illumination for lettering and line detail. In terms of impact upon residential amenity and impact upon public safety, it is not considered that the proposed halo illuminated signage would have any further impacts than the existing signage.

Projecting Sign:

The proposed box signage would replace an existing internally illuminated projecting box sign similar in size to that proposed. Many of the projecting signs within the parade of shops are internally illuminated. Considering that the proposed box signage would replace an existing sign and be read in line with similar examples in the street scene it is not considered that the proposal would cause harm or negatively affect the character or appearance of the streetscene or wider Conservation Area.

Conclusion:

Given all of the aforementioned the proposed fascia sign with halo illuminated lettering and line detail, the internally illuminated box sign and logo added to the existing menu are considered acceptable and would not detract from the character or appearance of the Conservation Area. The proposed signage would comply with the relevant policies of the UDP and design guidance. Therefore approval is recommended.

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