

Delegated Report		Analysis sheet		Expiry Date:		14/09/2007	
		N/A / attached		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
Elaine Quigley				2007/3618/A			
Application Address				Drawing Numbers			
17-23 Farringdon Road London EC1M 3HA				See draft decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of two non-illuminated projecting banner signs.							
Recommendation(s):		To 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:		None required					
CAAC/Local groups* comments: *Please Specify		None requested					

Site Description

The application site is located on the west of Farringdon Road just south of the junction with Greville Street and comprises an eight storey building that has recently been completed. The site extends west through to Saffron Hill that is a narrow road that provides service access to a number of buildings including the application site. The site to the north at 25/27 Farringdon Road is a Grade II Listed Building that is 6 storeys in height plus a mansard roof. The building has been converted with bar/restaurant at ground floor and residential units on the upper floors. The building to the south is a 5 storey modern office building. The bays are clad in bronze curtain wall, the columns and panels are clad in Portland Stone with granite cladding at ground floor level. Properties to the east of Farringdon Road lie within the London Borough of Islington. The street is characterised by large post WWII office buildings in concrete and glass.

The surrounding area is mainly commercial/office in terms of uses whilst there are various small ground floor shops and restaurants and public houses. The level of advertising in the immediate area is very modest as it is restricted to relatively few fascia signs and projecting signs.

The site is within the Hatton Garden Conservation Area. The building is not a listed building.

Relevant History

2003/0442/P

Planning permission was granted on 14/06/2004 for the redevelopment of the site to provide new retail and office floorspace and 13 residential units including 4 x 1 bed flats, 6 x 2 bed units and 3 x 3 bed units in a building comprising basement and eight storeys above, following demolition of the existing building.

Various amendments have been approved relating to this scheme including amendments relating to changes in the mix of units (to provide 6x 1 bed units and 8x 2 bed units), increase the number of flats from 13 to 14 and to relocate plant to basement level (approved in 06/10/2004). A further amendment was approved in 01/02/2006 involving the addition of glass vents in the recessed pavement colonnade below the shopfront, additional louvres between windows and a change of material to roof plant screen from perforated aluminium to vertical zinc cladding on floors below.

2004/0378/A

Advertisement consent was refused on 03/02/2004 for the temporary display of a 7.4mx16m banner advertisement until 31 October 2004 and the display of an internally illuminated 96 sheet advertisement panel from 1 November 2004 until 28 February 2005. The proposal was refused for the following reason:

The proposed advertisements are considered unacceptable by reason of their commercial nature, size, prominent location and method of illumination. As such, the advertisements are considered to be an overly obtrusive and discordant feature which would be detrimental to the visual amenity of the area and the streetscene within this part of the Hatton Garden Conservation Area

An appeal was lodged against the decision and was dismissed on 26/04/2004. The Planning Inspector advised that the banner due to its very substantial size and potential to display large-scale images would create an extremely dominant form of display. Given the nature of the area and the fact that it is within a conservation area, the Inspector stated that "the display would prove alien and very harmful to the setting of the neighbouring listed building, because of the banners size and appearance". He went on to confirm that "it would have no regard for the character, scale and appearance of the surrounding conservation area and the adjoining listed building...".

2006/4909/A

Advertisement consent was granted on 15/12/2006 for the display of non-illuminated (uPVC) projecting banner sign to front elevation between first and second floor levels for a temporary period of one year. Although it was noted that this type of advertising is not normally considered acceptable in residential areas and conservation areas, the proposal, given the temporary period of the banner, the modern design of the host building, the separation distance between the proposed banner and the adjoining listed building and its modest design, on balance, was not considered harmful to the character and appearance of the this part of the Hatton Garden Conservation Area.

Relevant policies

Adopted Replacement UDP 2006

B1 General design principles, B4 Shopfronts, advertisements and signs, B6 Listed buildings, B7 Conservation areas.

Camden Planning Guidance 2006

Advertisements and signs, Conservation areas, Hoardings and banner advertisements.

Assessment

Advertisement consent is sought for the display of two non-illuminated projecting banner signs to shop (Class A1). The banners would be located on either side of the front façade of the building extending from second to first floor level. The banners measure 6.76m in length and project out 0.85m from the front façade. They will be formed of folded powder coated aluminium sheet and will be red in colour. The vinyl graphics will read “Esprit” and will be white in colour.

The main issues to consider as part of the proposal are:

- Visual impact on the character and appearance of the conservation area and the listed building
- Other considerations

Visual impact on the character and appearance of the conservation area and the listed building

Generally tall, large buildings dominate this part of Farringdon Road. They create a strong sense of enclosure given the narrowness of the street. The application premises does not include any features that make it noticeable when viewed in the context of its immediate surroundings. Advertisement signage is modest both in numbers and scale and is mainly restricted on the surrounding buildings to ground floor and first floor projecting signs. The display of two banners extending from first to second floor of the building with a red background would command attention. This visual impact together with its substantial size in terms of length (6.76m) would create a dominant form of display. The display would far exceed any other advertisement signage. The proposed banners would therefore be considered visually prominent when viewed from both immediate and longer views from the conservation area. In view of the street's perceived narrowness, it is considered that such a large dominating display at high level would create a particularly insensitive feature. No regard has been given to the character, scale or appearance of the surrounding conservation area.

One of the banners would be located in very close proximity to the boundary with the adjoining listed building. Due to the banners size and appearance, it would be considered harmful to the setting of this listed building.

Other considerations

It is acknowledged that a similar type of banner sign was approved in 2006 on the application building. It must be noted that this banner was to be displayed for a temporary period of one year. It measured 4m in length and projected out from the front elevation by 0.75m. The current proposal differs from the previously approved scheme in terms of the number of banners, (two banners are proposed instead of one), the location (one of the banners is closer to the adjoining listed building), and the size (the banners are longer in length and project out more from the front façade). Given the increase in the number of banners that are proposed, its location and the size, this proposal is considered materially different from the approved scheme. The approved banner was also restricted to be displayed for a temporary period of one year. The proposal would not be considered acceptable for the reasons outlined above.

During the site visit it was noted that the property adjoining 113 Farringdon Road has displayed 3 no. banner signs at ground floor level. Having checked the history of the site, it would appear that advertisement consent has not been sought for these works. This matter has been passed to the Enforcement Team for further investigation.

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