

Delegated Report		Analysis sheet		Expiry Date:		14/08/2006	
				Consultation Expiry Date:		20/07/2006	
Officer				Application Number(s)			
Jenny Fisher				1. 2006/2587/A 2. 2006/2588/L			
Application Address				Drawing Numbers			
14 - 15 Great James Street London WC1N 3DP							
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		Date:		
Proposal(s)							
1. Display of a flag to the front elevation between ground and 1st floor levels of a building in office use (Class B1). 2. The installation of a bracket and flagpole for the display of a flag to the front elevation between ground and 1st floor levels of a building in office use (Class B1).							
Recommendation(s):		1. Refuse planning permission 2. Refuse listed building consent					
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
Summary of consultation responses:		<u>English Heritage</u> Recommendation This application should be determined in accordance with national and local policy guidance and on the basis of your specialist conservation advice.					
CAAC/Local groups* comments: <small>*Please Specify</small>		<u>Bloomsbury CAAC</u> This is not appropriate for a listed building in this street.					

Site Description

Nos. 14 and 15 Great James Street are adjoining properties on the east side of the street, close to the junction with Northington Street.
The buildings comprise basement, ground and three storeys over in office use. They are listed grade II* and located within the Bloomsbury Conservation Area.

Relevant History

No. 16 great James Street
22/03/1984 (reg. No. 8470014)
Listed building consent for the installation of a flagpole on front elevation at first floor level.

A small flag for the Brazilian Aeronautical Commission in Britain flies from this flag pole.

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.

Replacement UDP B1; B4 (B); B6 and B7
SPG 3.6 Advertisements
Bloomsbury CA Statement

Assessment

The flag pole would be fitted into a bracket using bolts to attach it to the front elevation of the building

The bracket would be 6.5m. above ground level, in between Nos. 14 and 15. The flagpole would lean out at a 50° angle from the building. The flag would be 1m. wide and would hang over the applicant's property, not the highway.

The purpose of the flag is advertise the Federation of Master Builders, and raise awareness of where to seek advice on finding a bona fide builder.

Policy B6 states that in order to protect listed buildings, the Council will control external works that affect their special architectural or historic interest and character. As required by national legislation and policy B7 when determining applications in conservation areas, decision makers need to ensure that development either preserves or enhances the special character and appearance of the area.

At risk in this case are not only the special architectural and historic interest of the applicant's two buildings, but this street of attractive listed buildings. The 1984 approval for a flagpole on the front of No.16 is noted. It was approved a considerable time before current policy against which the current application has been assessed. The application has also been considered in the light of the council's SPGuidance. Para. 3.6.5 lists criteria against which the impact of an advertisement will be considered, and advises that particular care will be needed to ensure advertisement s are sympathetic to the design, structure and setting of listed buildings. No. 16 is an end of terrace building therefore the impact of the flag is reduced slightly.

It is considered that approval of another flag within close proximity would have a harmful cumulative effect on the character and appearance of the street.

It is also considered that the flag will harm the special historic character of the listed buildings and character and appearance of the conservation area. Contrary to B7 because the proposal would neither preserve nor enhance the area and B6, the Council's archaeological heritage and important local views require protection.

Disclaimer

This is an internet copy for information purposes. If you require a copy of the signed original please contact the Culture and Environment Department on (020) 7974 5613

