

Delegated Report		Analysis sheet		Expiry Date:		04/11/2014	
		N/A / attached		Consultation Expiry Date:		09/09/2014	
Officer				Application Number(s)			
Obote Hope				2014/5207/A			
Application Address				Drawing Numbers			
Freemans Solicitors Upper 22 Woburn Place London WC1H 0TB				Refer to decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
The display of 1 x internally illuminated "FF" logo sign and 1 x non-illuminated "freemans Solicitors" fascia sign to be displayed following the 5 x advertisement panels over the existing entrance door.							
Recommendation(s):		Grant 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	0	No. of objections	0
				No. electronic	0		
Summary of consultation responses:		N/A					
CAAC/Local groups comments:		N/A					

Site Description

The proposed site has mixed uses with the first two floors currently being used as office premises (Class B1), and the remainder of the building being used for residential purposes (Class C1). The application site is located within Bloomsbury Conservation Area.

The application relates to the ground floor shopfront.

Relevant History

2007/0379/P: Retrospective application for three air condensing units on the rear wall at first floor in connection with existing offices, Class B1. Granted 16/05/2007.

8701005: Erection of a lower ground and ground floor lift extension at the rear of the property. As shown in drawings numbered 3009/3 and 4. Granted 30/09/1987.

Relevant policies

National and Regional Policy

National Planning Policy Framework (2012)
London Plan (2011)

Relevant Policies in Camden Core Strategy

CS5 – Managing the impact of growth and development
CS14 – Promoting high quality places and conserving our heritage

Relevant Policies in Camden Development Policies

DP24 – Securing high quality design
DP25 – Conserving Camden's heritage
DP26 – Managing the impact of development on occupiers and neighbours

Camden Planning Guidance 2013

CPG1 (Design)
CPG6 (Amenity)

Bloomsbury Conservation area appraisal and management strategy 2011

The Town and Country Planning (Control of Advertisements) Regulations 2007

Assessment

1.0 Proposal

1.1 The application proposed the display of 1 x internally illuminated halo lettering “FF” fascia sign, and 1 x non- illuminated fascia sign, 3 x non-illuminated advertisement panel over the existing entrance at fascia level. The proposed 3 x signs would benefit from Advertisement consent under Class 2 Miscellaneous advertisements on any premises.

2.0 Planning Issues

2.1 The main planning considerations are the following:

- The impact of the proposed signage on the character and appearance of the building and the surrounding conservation area;
- The impact of the proposed signage on public safety and residential amenity.

3.0 Visual Amenity

3.1 The proposed signs would be displayed on 2mm folded aluminium panels each side comprised of 5 panels including 2 x stainless steel kickplates. The proposed panels would surround the entrance door and would display 1 x internally illuminated “FF” fascia signs; the proposed signs would be approximately 3.4m from ground to base and would project 0.08m from the face of the building, the static halo illuminated at 200 candelas p/m². The proposed signs would be approximately 0.6m (height) x 2.7m (width) x 0.08m (depth) and would be constructed using 10mm thick opal acrylic vinyl lettering on black background.

3.2 The proposed 1 x non- illuminated fascia would measure approximately 0.7 (height) x 0.4m (width) x 0.08m in depth, the maximum height of the individual lettering would be 0.6m, the proposed fascia sign would project approximately 0.08m from the face of the building and would be constructed using 10mm thick opal acrylic vinyl lettering with grey and red text on black background.

3.3 The application provides details of three other signs which are considered to benefit from deemed consent by virtue of Schedule 3, Part 1, of the Control of Advertisement Regulations 2007. These signs include 3 x non-illuminated signs. Therefore, these signs have not been further considered as part of this application.

4.0 The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

5.0 Public Safety

5.1 Policy DP21 requires the development proposals to avoid disruption to the highway network, its function, causing harm to highway safety and unnecessary clutter.

5.1 It's unlikely that the proposed illuminated sign would cause harm to either pedestrian or vehicle safety. Therefore the proposed sign would be acceptable in accordance with CS5 and DP26 of the LDF.

6.0 Conclusion

The lettering “FF” sign would be internally illuminated and as stipulated in the CPG 1, “*externally illuminated sign would only be acceptable in conservation area if it's individual letters rather than a whole fascia*”. Therefore, for this reason the internally illuminated sign is acceptable within the conservation area.

Recommendation: Grant Advertisement Consent