

Delegated Report			Expiry Date:	23/09/2014
Officer		Application Number(s)		
Tessa Craig		2014/4638/A		
Application Address		Application Type		
114 High Holborn London WC1V 6JJ		Advertisement Consent		
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s)	
			Grant Advertisement Consent	
Proposal(s)				
Fascia sign and projecting sign				
Consultations				
Summary of consultation responses:		n/a		
Site Description				
<p>The application relates to a ground floor and basement unit on the northern side of High Holborn, close to the junction with Kingsway and Southampton Row. It forms part of a mid-terrace, seven-storey Grade II listed building, which is also located within the Bloomsbury Conservation Area.</p> <p>The ground floor and basement have permission for A3 (restaurant use) after planning permissions 2013/2507/P and 2013/2598/L were granted on appeal. The upper floors are in office use (Class B1). The site is located within the Holborn Central London Frontage, as recognised within the Central London Planning Guidance document adopted in 2007.</p>				
Relevant History				
<p>9100084 - Application granted on 18th April 1991 for the change of use of ground floor and basement from Class A1 to Class A2 (financial and professional services) of the Town and Country Planning (Use Classes) Order 1987.</p> <p>9401618 and 9470311 - Planning permission and listed building consent granted on 19th October 1994 for the installation of four internal wall mounted air handlers on the first floor and four air cooled condensing units on the rear flat roof.</p> <p>P9602802 and L9602803 - Planning permission and listed building consent granted on 31st October 1996 for the installation of 4 air handling units on flat roof at rear 6th floor level</p> <p>2004/0111/P and 2004/1520/L - Planning permission and listed building consent granted on 23rd April 2004 for installation of three condenser units on rear wall.</p> <p>2013/2507/P and 2013/2598/L - Change of use from financial and professional services (Class A2) at ground floor and basement level to restaurant use (Class A3), including installation of external flue to rear elevation from ground floor to sixth floor level, installation of external condensers to ground floor rear roof, and alterations to rear windows refused on 21st October 2013, but granted on appeal on 10 February 2014.</p>				

Relevant policies

LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP25 – Conserving Camden's Heritage

DP26 – Managing the impact of development on occupiers and neighbours

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

Camden Planning Guidance 2011 (as amended)

Assessment

Proposal

The application relates to a fascia sign with overhead/halo illumination and one non-illuminated projecting box sign. A menu box next to the entrance door is also proposed. The fascia sign is 9.8m wide and 0.4m high, with yellow lettering on a grey and black background. The hanging sign is 0.715m wide and 0.51m high and 0.14m thick, with white font on a black background. The menu box has a black frame and is 0.535m wide by 0.405m high.

An application for listed building consent (2014/5226/L) and planning permission (2014/4887/P) has also been made for changes to the shopfront (new door).

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.

Amenity

The signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design. The fascia and projecting signs replace existing signage and match in terms of size.

It is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers.

Public Safety

The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

Recommendation

The proposed advert is in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.