

Delegated Report		Analysis sheet		Expiry Date:	04/08/2014
		N/A / attached		Consultation Expiry Date:	
Officer			Application Number(s)		
Obote Hope			2014/3894/A		
Application Address			Drawing Numbers		
St Giles Hotel 12 Bedford Avenue London WC1B 3GH			Please refer to decision notice		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		Date:
Proposal(s)					
The display of advertisement awning with 2 x illuminated LED signs to the east & west elevations, non-illuminated fascia sign on the existing awning and the display of 2 x non illuminated fascia sign to the front elevation in connection with St Giles Hotel.					
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	00	No. of objections	00
Summary of consultation responses:	<p>Objection received from 112 Bedford Court Mansions;</p> <ul style="list-style-type: none"> Camden have already said the cladding and canopy are unacceptable and hence the application including this should be turned down. Please see paragraph 2.2 – 3.0. <p>Illuminated LED signage on the east and west elevations. This address is next to and adjacent to two large residential blocks. It is also bordered by some historic London Plane Trees and importantly, Bedford Square, a conservation area. In my opinion having illuminated LED signage in this area is totally inappropriate.</p> <p>Officers comment</p> <p>The proposed cladding would be assessed under application 2014/4639/P. The proposed LED sign would be in accordance with CPG 1 as the internally illuminated signage involves a single letter and not whole fascia or projecting sign as stipulated on page 75 of CPG 1, (2013).</p>					
CAAC/Local groups* comments: *Please Specify	N/A					

Site Description

The site is located on the north side of Great Russell Street it comprises a large mixed use building which is mainly a hotel but also has commercial properties at ground floor level.

The site is not listed nor, is it within a conservation area. However, it is adjacent to the Bloomsbury Conservation Area.

Relevant History

2012/0655/P - The installation of an electrically operated grill shutter at ground floor level for existing restaurant facility (Class A3) located at the Bedford Avenue elevation in connection with the overall use as a hotel (Class C1). Approved **12/04/2012**

2013/6357/P - Installation of sliding glass windows to Great Russell Street elevation in connection with hotel (Class C1). Refused **06/12/2013**

2006/0049/A - Display of an externally illuminated panel sign at ground floor level entrance of the restaurant (Class A3) on the Great Russell Street elevation). **Approved 30/03/2006**

2006/0046/P - Alterations to existing shopfront including enclosure of the ground floor entrance area of the restaurant (Class A3) on the Great Russell Street elevation. **Approved 30/03/2013**

Relevant enforcement history

September 2010(EN10/0887): Unauthorised trough lighting replacing overhead single lights and Dutch awnings. No Breach found.

Relevant policies

NPPF 2012

The London Plan 2011

LDF Core Strategy

CS5 Managing the impact of growth and development

CS7 Promoting Camden's centres and shops

CS14 Promoting high quality places and conserving our heritage

Development Policies

DP24 Securing high quality design

DP25 Conserving Camden's heritage

DP26 Managing the impact of development on occupiers and neighbours

DP29 Improving access

DP30 Shop fronts

Camden Planning Guidance:

CPG1 (shop front) 2013

CPG6 (amenity) 2013

Bloomsbury Conservation Area Appraisal and Management Strategy 2011

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

Camden Planning Guidance 2011 (as amended)

Assessment

1.0 Background

1.1 The application was submitted for retrospective consent following an enforcement EN13/0622 complaint in regards to :

- Erection of timber canopy and timber cladding to the Bedford Avenue Elevation. However, the Timber Cladding is assessed under planning application number 2014/4639/P

1.2 Proposal

1.3 Advertisement consent is sought for the display 2 x internally illuminated 'H' signs to the front elevation of the existing awning and 1 x "Hudson's House" sign at fascia level.

2.0 Assessment

2.1 The material consideration use to determine the application for advertisement consent are as follows:

- The visual impact of the canopy the conservation area; and
- Amenity

Visual Impact

2.2 Camden Planning Guidance (2013) states that alterations to shopfronts should be designed as part of the whole building and should sensitively relate to the scale, proportions and architectural style of the building and surrounding facades. In addition to this, as the application site is located within the Bloomsbury Conservation Area, the scheme must be consistent with policy DP25 of the LDF, which states that the Council, will only grant consent for development in a conservation area that preserves and enhances the special character and appearance of the area.

2.3 The proposed black canvas awning would be internally illuminated with LED bulbs to display 'HH' symbol to the east & west elevations including 1 x non-illuminated canvas sign to the south elevations. The 2 x illuminated LED signs would measure approximately 0.4m (height) x 0.2m (width) x 0.08m (depth). The proposed sign would be constructed from minimal raw steel with white text. The proposed awning would measure approximately 2.7m from ground to base and would be in in-line with planning policy guidance. Which states awning/canopy should be a minimum distance of 2.3m from ground to base of the unit. The proposed awning would be located at fascia level in between the existing ground and first floor fenestration. The non-illuminated canvas sign would measure approximately 1.2m (height) x 0.6m (width).

2.4 Retrospective consent is also being sought to display non-illuminated "HH" on the front elevation of the existing awning, the sign would measuring 0.4(height) x 0.225m (width) x 0.080m (depth) and projects approximately 2.8m metres from the front of the building. The proposed sign would be constructed using Steel, acrylic with LED lighting – and would display xperse internally illuminated letter. Which, would be installed 2.85 metre from pavement level. The sign is constructed from acid etched letters.

2.5 Advertisement consent is also being sought for the display of acid etched 'Hudson's House' sign at fascia level, the sign is non-illuminated and measure approximately 0.2m (height) x 3,8 (width).

2.6 The proposed plan/elevation drawings also so works to the shopfront that was undertaken, namely the planked timber cladding within the recessed area to the front elevation, without planning consent and as this application solely relates to the proposed advertisement awning, an informative will be added accordingly to the decision notice

2.7 The Town and Country Planning (Control of Advertisements) Regulations 2007 gives provision for the Council to assess amenity and public safety matters only in determining advertisement consent applications.

2.8 The adverts do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design. The materials are appropriate to the conservation area and the small

advertisement would be LED illuminated.

3.0 Awning

3.1 It's considered proposed advertisement awning would be of a sympathetic design to the host building and would be in-keeping with the surrounding character and appearance of the conservation area. It is considered that the awning is in proportion to the host building and is not considered to impact on amenity for any neighbouring properties. The replacement awning is of a simple design. However, the awning is not retractable nevertheless, due to the location of the proposed awning it is not considered on this occasion it would not be sufficient reason alone to refuse the application for advertisement awning, and as such the proposed awning would be in accordance with DP24, DP 25, CS5 and CS14 of the LDF.

4.0 Public Safety

4.1 The location of the signage is not considered harmful to pedestrian or vehicle traffic, the internally illuminated sign are internally illuminated. However, given the size of the proposed "H" sign and the non-illuminated "Hudson's House" sign. It's considered that on this occasion the sign would be acceptable. The proposal therefore raises no public safety concerns.

5.0 Recommendation

5.1 Grant advertisement Consent

