

Delegated Report			Expiry Date:	12/08/2014
Officer			Application Number(s)	
Sam Watts			2014/3844/A	
Application Address			Application Type	
1B Megaro Hotel Belgrove Street London WC1H 8AB			Advertisement Consent	
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s)	
			Grant Advertisement Consent	
Proposal(s)				
Display of four internally illuminated projecting lantern signs (Advertisement Consent)				
Consultations				
Summary of consultation responses:		N/A.		
Site Description				
The site is a four storey building with a mansard roof located on west side of Belgrove Street. The site is in the Bloomsbury Conservation Area and is noted as a positive contributor according to the Bloomsbury Conservation Area Appraisal and Management Strategy.				
Relevant History				
None.				
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 four externally illuminated projecting signs measuring at 0.6m in height, 0.6m in width and 0.6m in depth.

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.

Amendments:

The original adverts would have been internally illuminated, but this was seen to have a negative impact on the appearance of the building and was considered to be inappropriate to the wider Bloomsbury conservation area.

Amenity

The signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design.

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.