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| Delegated Report | | Analysis sheet | | Expiry Date: | | 25/07/2014 | |
| | | N/A / attached | | Consultation Expiry Date: | | 17/07/2014 | |
| Officer | | | | Application Number(s) | | | |
| Karen Scarisbrick | | | | 1) 2014/2560/A 2) 2014/2270/L | | | |
| Application Address | | | | Drawing Numbers | | | |
| The Lamb 94 Lambs Conduit Street London WC1N 3LZ | | | | Refer to draft decision notice | | | |
| PO 3/4 | | Area Team Signature | | C&UD | | Authorised Officer Signature | |
| | | | | | | | |
| Proposal(s) | | | | | | | |
| <p>1) Advertisement consent to replace existing external wall swing signage and one entrance plaque with a new wall swing signage illuminated by 2no. spotlights.</p> <p>2) Listed building consent for 1no. external wall swing signage illuminated by 2no. spotlights and 1no. entrance plaque illuminated by 2no. spotlights.</p> | | | | | | | |
| Recommendation(s): | | <p>1) Grant Advertisement Consent</p> <p>2) Grant Listed Building Consent</p> | | | | | |
| Application Type: | | <p>1) Advertisement consent</p> <p>2) Listed building consent</p> | | | | | |
| 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 |
| | | | | No. electronic | 00 | | |
| Summary of consultation responses: | | <p>For advertisement consent: A press notice was published on 26/06/2014 with an expiry of 17/07/2014.</p> <p>For listed building consent: A press notice was published on 26/06/2014 with an expiry of 17/07/2014. A site notice was posted on 20/06/2014 with an expiry of 11/07/2014.</p> <p>No responses were received following the consultation process.</p> | | | | | |
| CAAC/Local groups* comments: | | N/A | | | | | |
| *Please Specify | | | | | | | |

Site Description

The application site relates to a four storey Public House (plus basement) located on the east side of Lambs Conduit Street. The building is grade II listed dating from 1731 and is located within the Bloomsbury Conservation Area.

Relevant History

Granted (2013/7481/P and 2013/7546/L) for the installation of an awning to the rear court yard of the public house.

Granted (2007/3879/P and 2007/3880/L) for new fire escape door and steps

Relevant policies

NPPF 2012

London Plan

LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth and development

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

Camden Planning Guidance 2013

CPG1 - Design

CPG6 – Amenity

Bloomsbury Conservation Area Appraisal and Management Strategy 2011

Assessment

Proposal

The proposal consists of advertisement consent and listed building consent for replacement signage at the host property.

Swing signage: 1m x 1.5m including sign graphic with artwork screened onto surface including 3-dimensional metal logo on face with embossed gilt strip to signage edge.

Spotlights: 2no. located above swing sign, die cast aluminium head and casing with steel projection arm. 50watt dichroic halogen low voltage lamp.

Door plaque: 0.30m x 0.40m door plaque projecting 0.05m from the wall face. To include brewery branding and commercial logo/artwork. Powder coated finish and colour to be determined post fabrication.

Amenity

The proposal is very similar to the existing arrangement in terms of the scale and position of the swing signage and door plaque. The proposal would also involve the removal of two existing loo signs which is considered to neaten up the appearance of the building. The proposals would therefore have an acceptable impact upon the character of the host premise and the character of the surrounding conservation area and it is noted that small scale illumination would not appear incongruous on the host property.

Public Safety Given the position and small scale nature of the advertisements, there are no public safety concerns.

Listed Building matters

The scheme is considered to neaten up the existing adverts on the listed building and provide suitably illuminated and sized replacements.

Recommendation

Grant advertisement and listed building consent.