

Delegated Report		Analysis sheet		Expiry Date:		27/03/2015	
		N/A / attached		Consultation Expiry Date:		n/a	
Officer				Application Number(s)			
Shane O'Donnell				2015/0501/A			
Application Address				Drawing Numbers			
Hult International Business School 37-38 John Street London WC1N 2AT				293-PL-01, 293-PL-02, 293-PL-03, 293-PL-04,			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of 1 x non illuminated banner sign at 1 st to 3rd floor level of the John Street facade and 1 x non illuminated banner sign at 1 st to 3rd floor level of the Theobalds Road facade.							
Recommendation(s):		Refuse Advertisement Consent with a warning of prosecution to be taken					
Application Type:		Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		N/A					
CAAC/Local groups comments:		N/A					

Site Description

The site is a 5-storey Georgian style building located on the junction of John Street and Theobalds Road on the western side of this junction opposite Gray's Inn Gardens which is designated a Garden of Special Interest by Historic England. The building occupies 4 plots, 37-38 John Street and 24 and 25 Theobalds Road. The adjoining property No. 36 John Street is a Grade II listed building as are the majority of buildings on John Street and in the immediate area of the application site. The site also lies within the Bloomsbury Conservation Area with surrounding uses being predominantly commercial and educational.

Relevant History

2011/5558/A (Refused 06-01-2012) Display of 1x non illuminated banner on Theobalds Road elevation.

Reason for refusal:

The advertisement hoarding, by virtue of its size, position on the building and visually prominent location is considered to be harmful to the appearance of the host building and the character and appearance of the Bloomsbury Conservation Area, contrary to policies CS14 - Promoting high quality places and conserving our heritage; DP24 - Securing high quality design and DP25 - Conserving Camden's Heritage of the London Borough of Camden Local Development Framework.

2011/2832/P (Granted Subject to a Section 106 Legal Agreement 16-09-2011) Change of use from office use (Class B1) to flexible use as either office use (Class B1) and/or educational/non-residential institution use (Class D1) from lower ground floor level to fourth floor level.

2009/2024/A (Granted 21-01-2009) Installation of a non-illuminated timber hoarding 2400mm high with three access doors on both road frontages.

Relevant policies

National Planning Policy Framework 2012
National Planning Policy Guidance 2014
London Plan 2011 (Alterations 2015)
Mayor's Supplementary Planning Guidance

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 2013 (as amended)

CPG1 – Design – Chap 7 and 8

Bloomsbury Conservation Area Appraisal and Management Strategy Statement (Adopted April 2011) sections 5.49 – 5.52.

Assessment

Proposal & Background

- 1.1 The application for advertisement consent seeks retrospective permission for the display of 2 non-illuminated vertical banners measuring 8.1 metres in length, 0.9 metres in width, and hanging 4.75 metres in height, attached to the Theobald's Road and John Street elevation for a period of 5 years till 30/01/2020.
- 1.2 Each banner sign reads 'HULT' in large white capital lettering on a blue background and with 'International Business School' written in smaller writing underneath. The banners have a length that spans the 1st, 2nd and 3rd floors of the building.
- 1.3 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 application.
- 1.4 It has been put forward by the applicant that these 2 banners were erected in February 2012 replacing existing upper floor banners on site. An enforcement case has been opened under reference EN14/1124.

Public Safety

- 1.5 The advertisements are non-illuminated and are non-projecting. The surrounding streetscene does not suffer from a clutter of other advertisements. It is considered that the proposed advertisements would not be objectionable on grounds of public safety.

Amenity

- 1.6 The advertisements are sited in the Bloomsbury Conservation Area and on a corner plot of a building which makes the proposed signage highly visible from a variety of public vantage points.

- 1.7 Para. 7.16 of the Camden Planning Guidance states that:

Signs at upper floor levels will be discouraged. Advertising for upper floor premises by lettering on windows or by suspended banners on large frontages will only be considered acceptable where advertising a specific event for a temporary period.

- 1.8 The advertisements are for a period of 5 years but have been in place for some time prior to this application. The advertisements are also prominently sited in sensitive surroundings from a heritage point of view. Para 8.23 of the Camden Planning Guidance states that:

In some commercial areas flags or banners may be considered a suitable form of display. Within residential areas, conservation areas, and on or near listed buildings we will be primarily concerned with safeguarding the amenity, character and appearance of these areas and buildings and therefore it is unlikely that such advertisements will be supported.

- 1.9 An objection to these proposed advertisements has been raised by the Council's Conservation Officer on the basis that the signage detracts from the architectural features on the building's facade and is sited in a prominent location. The immediate surroundings of the application site do not share upper floor banner adverts as a common characteristic. The nearby hanging banner sign at Holborn Library has been taken into account but it is considered that the Holborn Library building is not in as prominent a location as the application building and is a building of a very different character circa 1950's.

Recommendation

- 1.10 The advertisements are proposed for a period of 5 years and are upper floor banners in a

prominent location and sited within a conservation area. This signage runs contrary to the guidance contained within the Camden Planning Guidance CPG1 as well as contrary to CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; and policies DP24 (Securing high quality design) and DP 25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

- 1.11 The banner advertisements by reason of their scale, position on the building, and visually prominent location would result in additions that are harmful to the character and appearance of the host building, streetscene, and the Bloomsbury Conservation Area. The application is therefore recommended for refusal with a warning of prosecution to be taken.