

<b>Delegated Report (Members Briefing)</b>		<b>Analysis sheet</b>	<b>Expiry Date:</b>	15/05/2015 15/05/2015
		N/A / attached	<b>Consultation Expiry Date:</b>	08/05/2015
<b>Officer</b>			<b>Application Number(s)</b>	
Leela Muthoora			(i) 2015/0566/A (ii) 2015/0950/L	
<b>Application Address</b>			<b>Drawing Numbers</b>	
Tavistock House North 13 Tavistock Square London WC1H 9JA			See draft decision notices	
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>	
<b>Proposal(s)</b>				
(i) Display 1x non illuminated text and logo sign and 1x non illuminated hanging sign in connection with the existing bank (Class A2 use).				
(ii) External alterations to display 1x non-illuminated text and logo sign and 1x non illuminated hanging sign and name plate in connection with the existing bank (Class A2 use).				
<b>Recommendation(s):</b>		(i) Grant advertisement consent (ii) Grant listed building consent		
<b>Application Type:</b>		Advertisement Consent Listed Building Consent		

<b>Conditions or Reasons for Refusal:</b>	<b>Refer to Draft Decision Notice</b>					
<b>Informatives:</b>						
<b>Consultations</b>						
<b>Adjoining Occupiers:</b>	No. notified	<b>02</b>	No. of responses	<b>01</b>	No. of objections	<b>01</b>
			No. Electronic	<b>00</b>		
<b>Summary of consultation responses:</b>	Listed building application Press notice published: 02 April 2015 expired 23/04/2015 Site notice displayed: 17 April 2015 expired 08/05/2015					
<b>CAAC/Local groups* comments:</b> *Please Specify	<p>The Bloomsbury CAAC has <b>objected</b> to the chevrons being obtrusive and impacting negatively on the listed building façade and setting of Tavistock Square as well as the Bloomsbury Conservation Area. As a predominantly residential area where branding should remain discreet.</p> <p><b>Officer response:</b> <i>The application has been amended to remove the internally illuminated chevrons from the application.</i></p> <p>The CAAC welcomed removal of illuminated chevrons but added an objection to the colour and the scale of the lettering and logo as too large and unbalanced on the listed building façade.</p> <p><b>Officer response:</b> <i>See sections 3 and 4</i></p>					

## Site Description

The site is located within the administrative headquarters of the British Medical Association, which is Grade II listed building comprising of BMA House, Tavistock House North and Tavistock House South.

This application relates to the ground floor commercial premises occupied by a bank within Tavistock House North. The entrance to the bank is a round arched opening adjacent to the centre bay in the south west elevation to Upper Woburn Place. This entrance is set back from Tavistock Square facing Upper Woburn Place.

The upper floors and adjacent buildings are in office use and to the north is a hotel. The site opposite, Woburn House, is office use and to the north of this are the nearest residential units within Endsleigh House.

The site is located within the Bloomsbury Conservation Area.

## Relevant History

**9580023:** Display of one non-illuminated projecting sign and one stainless steel plaque. Granted 17/03/1995

**9470388:** Replacement of existing signage. Granted 17/03/1995

**9380056:** Display of one internally illuminated circular sign 600mm in diameter at ground floor level. Granted 03/09/1993

**9280103:** Display of 1.2m x 0.8m wall sign located 2.8m above pavement level and display of a 3.0m x 0.3m fascia sign projecting 0.85m internally illuminated located 3.9m above pavement level. Granted 04/03/1993

**9080068:** The display of an externally illuminated sign. Granted 26/03/1991

**8680055:** The display of an internally illuminated Bureau De Change sign measuring 500 x 380mm positioned internally behind existing window glazing. Granted 10/09/1986

### **Lynton House, 7-12 Tavistock Square: adjacent building facing Tavistock Square**

**2013/1564/A:** The display of 1x externally illuminated fascia sign and 1x internally illuminated projecting sign to the front ground floor elevation. Granted 05/06/2013

**2014/7155/A:** Display of illuminated fascia sign and projecting sign. Granted 24/11/2014

## Relevant policies

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

### **National Planning Policy Framework 2012**

National Planning Practice Guidance 2014

### **The London Plan March 2015, consolidated with alterations since 2011**

### **Camden LDF Core Strategy 2010**

CS5 Managing the impact of growth and development

CS14 Promoting high quality places and conserving our heritage

### **Camden LDF Development Policies 2010**

DP24 Securing high quality design

DP25 Conserving Camden's heritage

DP26 Managing the impact of development on occupiers and neighbours

### **Camden Planning Guidance (updated 2013)**

## Assessment

### 1. Proposal

Advertisement consent and listed building consent are sought for the installation and display of non-illuminated signage to the entrance of the commercial premises in order to improve wayfinding for visitors and updating the existing signage.

The proposal would include:

- a. A replacement lettering and logo sign to the front elevation located at upper ground floor level above the sash window and beneath the 1<sup>st</sup> floor stone band. This will measure 0.434m high x 2.76m wide x 0.07m deep and will be a non-illuminated with aluminium face and returns finished in purple lettering and red chevron logo.
- b. A replacement hanging sign, positioned 3.845m from the ground between the keystones of the arched entrance and adjacent arched window. This will measure 0.50m high x 0.04m wide x 0.72m deep and will be a non illuminated high bronze heritage hanging sign with the company logo.
- c. A name plate sign to be positioned 0.91m from ground within the entrance door arch, measuring 0.87m high x 0.30 wide x 0.03m deep (This sign does not require advertisement consent).
- d. A banner sign which does not have consent shall be removed as part of the signage upgrading.

### 2. Amendments

The original application included the installation of two internally illuminated and internally suspended 'chevron' logo signs located within the window arch and entrance door arch. The application has been amended to remove these elements from the proposal.

#### Assessment

The main issues to consider are:

- Design
- Amenity

### 3. Design /Visual amenity:

The proposed signage is considered to be of an acceptable design, and would not harm the character or appearance of the conservation area and the listed building for the following reasons:

- a. The proposed text and logo signs are in an established position where a typical fascia sign would be located above the sash window and beneath the stone 1st floor band. The proposed hanging sign is also in an acceptable location adjacent to the entrance of the bank-.
- b. The proposed text/logo sign is limited to individual letters so as not to detract or obscure any architectural features of the historic building and are considered acceptable in terms of proportions and design.
- c. The signs are constructed of materials that are sympathetic to the external fabric of the building.
- d. The scale, materials and position are considered acceptable in providing adequate wayfinding without detracting from the buildings special architectural interest.
- e. Whilst the advertisements would have some impact in terms of being visible in the street scene because the signs are coloured purple and red, the impact is minimised by their size and non-illumination as well as such signs being established in this location, they are not considered harmful to the character or appearance of the host building, street scene, Tavistock Square or the Bloomsbury Conservation Area because they are not unduly dominant.

f. The signs are sympathetic to the form, external fabric and scale of the host building and the appearance of the surroundings thereby preserving and enhancing the character, appearance and significance of the Grade II listed building.

#### **4. Residential amenity**

The character of the surrounding area is mainly commercial. The closest residential properties are at Endsleigh Court, Upper Woburn Place that lies approximately 24m to the west. The proposed illuminated signs have been removed from the proposal so the signs do not affect the amenity of any adjoining or nearby habitable windows in terms of light spill. The proposed signage is therefore considered to have an acceptable impact on the amenity of adjoining and nearby properties.

#### **5. 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.

For the reasons listed above the proposed development is considered to be consistent with LDF policies CS5, CS14, DP24, DP25 and DP26 of the London Borough of Camden's Local Development Framework as well as Camden Planning Guidance on Design.

#### **Recommendation**

- (i) Grant advertisement consent**
- (ii) Grant listed building consent**