

<b>Delegated Report</b>			<b>Expiry Date:</b>	<b>19/05/2010</b>
<b>Officer</b>			<b>Application Number(s)</b>	
Jagdish Akhaja			2015/4503/A	
<b>Application Address</b>			<b>Application Type:</b>	
111 Great Russell Street London WC1B 3NQ			Advertisement Consent	
<b>1<sup>st</sup> Signature</b>	<b>2<sup>nd</sup> Signature (If refusal)</b>	<b>Conservation</b>	<b>Recommendation(s):</b>	
			Refuse Advertisement Consent	
<b>Proposal(s)</b>				
Display of externally illuminated banner sign at 1st floor level.				
<b>Consultations</b>				
<b>Summary of consultation responses:</b>		<b>Bloomsbury Conservation Area Association Comments:</b>		
		The proposed sign, by reason of its size, location and method of illumination (there is an existing lamp directly above it) would result in an overly dominant and incongruous addition that would be detrimental to the character and appearance of listed buildings opposite, the streetscene and Bloomsbury Conservation Area. The proposal is therefore contrary to Camden Policies. It further addition of clutter above the fascia level.		
<b>Site Description</b>				
<p>The site is relates to a mixed use (hotel, casino and commercial properties) block bounded by Bedford Avenue to the North, Great Russell Street to the south, Tottenham Court Road to the east and Adeline Place to the west.</p> <p>This application relates to a restaurant (Class A3) on the ground floor level facing Great Russell Street. The site is neither listed building nor in conservation area. Nevertheless, it is adjacent to Bloomsbury and opposite Hanway Street Conservation Area and the Dominion Theatre which is a Grade II listed building.</p> <p>The application building dates from 1971 and was designed by the architects Elmsworthy Sykes Partnership. The height of the building varies from nine storeys when facing Tottenham Court Road seven storeys at the rear and up to 10 to 13 in the centre. Historically this site is also known as the "YMCA" Building.</p>				
<b>Relevant History</b>				
<p><b>2015/3210/A-</b> Display of 1x digital display screen (6.0 x 39.8 metres) to Tottenham Court Road elevation at 1st and 2nd floor level. <b>Appeal Dismissed 18/11/2015</b></p> <p><b>2014/3894/A-</b> Display of an advertisement awning with 2 x illuminated LED sign to the east, west and non-illuminated fascia sign on existing awning and display of 2 x non illuminated fascia sign to the front elevation in connection with St Giles Hotel. <b>Approved (13/08/2014)</b></p> <p><b>2013/6357/P</b> - Installation of sliding glass windows to Great Russell Street elevation in connection with hotel (Class C1). <b>Refused 06/12/2013</b></p> <p><b>2006/0049/A</b> - Display of an externally illuminated panel sign at ground floor level entrance of the restaurant (Class A3) on the Great Russell Street elevation). <b>Approved 30/03/2006</b></p>				

**AS9704030-** The display of internally illuminated letters at roof level facing Tottenham Court Road, displaying the hotel name – **Refused (20/02/1997)**

**9080065-** Display of individual internally illuminated lettering on an aluminium fascia box measuring 9.5 x 0.75m above the side entrance at Bedford Avenue- **Approved (17/10/1990)**

**AD1745(R1)-** The display of an individual, internally illuminated letters on the concrete ground floor windows on the Tottenham Court Road frontage. **Refused (10/10/1981)**

**AD1623 -** The display of two internally illuminated projecting signs measuring 0.61m x 0.46m, one fixed to the Great Russell Street frontage and one to the Tottenham Court Road frontage. **Refused (05/05/1981)**

**ASX0105177-** Internally illuminated plasma screen sign at 10th floor level on Great Russell Street elevation- **Refused (15/11/2001)**

#### **Relevant enforcement history**

**EN13/1231-** Unauthorised high level fascia sign- **Breach ceased. (14/02/2014)**

**EN14/1245 -** (a) Signage at second floor level at the corner of Great Russell Street and Tottenham Court Road advertising the YMCA Club; (b) An unauthorised awning and a refrigerator placed on the footpath each day outside 'Sweets from Heaven' on the Tottenham Court Road frontage; (c) Unauthorised 'A' signs outside 'Pomme de Pain', Gala Casino, Coral and 'Sweets from Heaven' also on the Tottenham Court Road frontage of the hotel. **Breach ceased. (26/03/2015)**

#### **Other relevant Applications**

**2013/3382/A-** Display of 1x non-illuminated banner sign on front elevation at first floor level. **Refused (05/08/2013)**

**2011/2406/A-** Display of non-illuminated sign on the side elevation at 1st and 2nd floor level. **Refused (17/06/2011)**

#### **Relevant policies**

##### **National and London wide policies and guidance**

National Planning Policy Framework 2012

National Planning Policy Guidance 2014

London Plan 2015 consolidated with amendments since 2011

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

##### **LDF Core Strategy and Development Policies**

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

CS17 – Making Camden a safer place

##### **Development Policies:**

DP24 – Securing high quality design

DP25 – Conserving Camden's Heritage

DP26 – Managing the impact of development on occupiers and neighbours

##### **Camden Planning Guidance 2015 (as amended)**

**CPG1 (Design) Chapter 3 & 8**

**CPG6 (Amenity) Chapter 5**

**Bloomsbury Conservation Area Appraisal (18 April 2011)**

**Hanway Conservation Area Appraisal (23 March 2011)**

## **Fitzrovia Area Action Plan (paragraph 9.1) adopted**

### **Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough- updated 2013.**

#### **Assessment**

##### **1. Proposal:**

###### **1.1 Permission is sought for:**

- The display of an externally illuminated sign (by virtue of an adjacent down light) above the fascia level and shopfront entrance on Great Russell Street.
- The sign would measure 1.5m in height x 0.9m width vinyl board. It would contain the restaurant name and logo.

1.2 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.

##### **2. Visual Amenity**

2.1 Policy CS14 also stresses that the Council is committed to improving Camden's streets and public spaces and encourages respect for local character and promotes high quality, clutter-free design to make streets and public places that are safe and easy to use for all.

2.2 Policy DP25 (Conserving Camden's Heritage) states that developments within Conservation Areas should preserve and enhance the character and appearance of the area as well as not permitting developments that it considers would cause harm to the setting of a listed building.

2.3 CPG1 states that advertisements will only be acceptable at a height no greater than fascia level given that advertisements above fascia level can appear visually obtrusive and unattractive and furthermore signs that are unsympathetically designed can cause significant harm to the building and the local townscape. Signs should relate well to the character, scale and architectural features of the building and respect their local context.

2.4 It is considered that the size and siting of the proposal, located above fascia level, would be such that it would appear visually obtrusive and unattractive. At no point along this elevation are adverts located at first floor level or even above the fascia sign and as such, it would not be considered as appropriate and would harm character of the host building and streetscene.

2.5 The Bloomsbury Association raises concerns in respect to size and location, and method of illumination due to the existing light above the proposed sign. Although the sign itself is not illuminated, an adjacent down light would for all intents purposes illuminate the sign. It is considered that the brightness, size and siting of the proposal would be such that it would be unduly obtrusive, and cannot be considered as an appropriate/integral feature to this highly prominent elevation.

##### **3. Public Safety**

3.4. Given the size, siting and method of illumination of the proposed sign, no public safety issues are raised in terms of distracting drivers or having a negative impact on pedestrians and would not conflict with Policy CS11 of the Core Strategy or policy DP 21 of the Development Policies.

##### **4. Conclusion**

4.1 The externally illuminated advertisement, by reason of its prominent location at first floor level would result in an incongruous addition which would be detrimental to the character and appearance of the host building and the streetscene, contrary to policy CS5 (Managing the impact of growth and development) and CS14 (Promoting High Quality Places and Conserving Our Heritage) of Camden's Local Development Framework Core Strategy 2010, as well as Policy DP24 (Securing High Quality Design) and DP30 (Shopfronts) of Camden's Local Development Framework Policies 2010-2025.

**Recommendation:** Refuse advertisement consent.