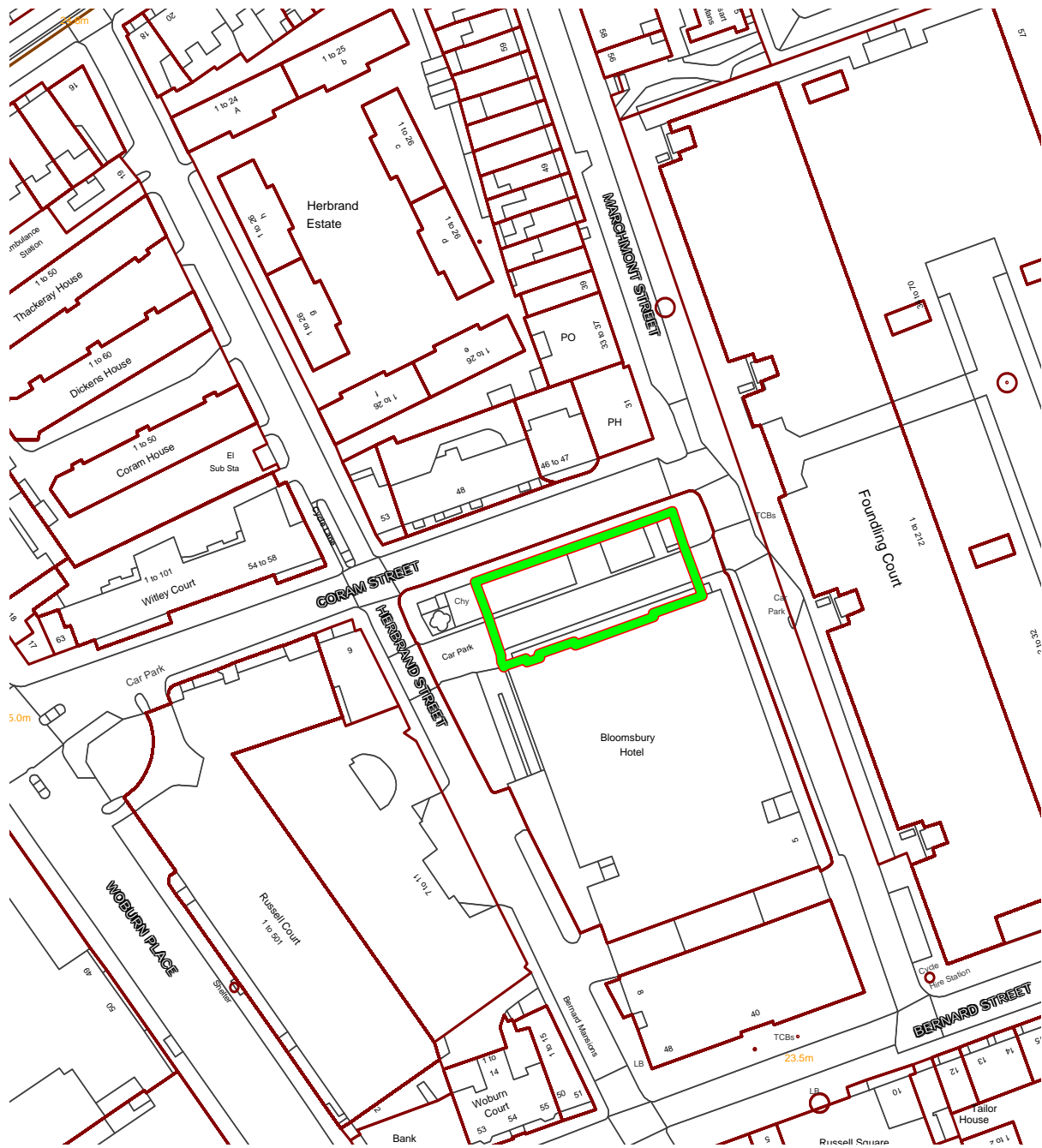


2017/1300/A

The Gym Group, The Old Heating Station, Coram Street



View of standalone structure with the Marquis Cornwallis PH, that also demark the boundary of the Bloomsbury Conservation Area, on the right hand side, and the modern hotel on the left hand side that is not in any Conservation Area.



View of the standalone structure with the hotel behind. The site is not in a Conservation Area.



View of the standalone structure with the Marquis Cornwallis PH on the left hand side and the listed Brunswick Centre at the back – both are within the Bloomsbury Conservation Area, and the hotel on the right hand side.



Delegated Report		Analysis sheet	Expiry Date:	01/05/2017
(Members Briefing)		N/A	Consultation Expiry Date:	N/A
Officer			Application Number(s)	
Matthias Gentet			2017/1300/A	
Application Address			Drawing Numbers	
The Gym Group The Old Heating Station Coram Street London WC1N 1HB			PE006 - 16/05/2017 - Bundle 11 pages - All Drawings and Photos; Site Location Plan.	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
Display of an internally illuminated fascia sign facing the hotel, and externally applied non-illuminated vinyls to all 4 elevations of street level foyers.				
Recommendation(s):		Grant conditional Advertisement Consent		
Application Type:		Advertisement Consent		

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
Summary of consultation responses:	Due to the nature of the application, consultations were not carried out.					
CAAC & Local groups' comments: Bloomsbury CAAC Brunswick Tenants' and Residents' Association Marchmont Association	<p>An objection from Marchmont Association was received, summarised as follow:</p> <ul style="list-style-type: none"> - 4no illuminated fascias will create unacceptable luminance to the detriment of the residents in Foundling Court and Coram Street; - Detrimental to the character of the predominantly residential locality, Grade II listed Brunswick Centre and Bloomsbury CA surrounding the site; - Vinyls will alter the character of the host building and remove sight lines between Coram and Marchmont Streets, and insensitive to the character of the neighbouring shopping centre; - Insensitive proposal to install large advertising/directional signs on plant room 'cage', creating unsightly visual clutter; - Gym to operate as 24/7 with no staff on site overnight. <p><u>Officer's Response:</u></p> <p><i>Since its submission, the proposal has been revised. Please see paragraph 2.2 to 2.5 and 4.2 to 4.4.</i></p> <p><i>With regards the 24/7 operation of the business, this is not a matter relevant to this application which is for signage only.</i></p> <p>An objection from Bloomsbury CAAC was received, summarised as follow:</p> <ul style="list-style-type: none"> - The commercial designs are utterly inappropriate for a key site within the Conservation Area; - Does nothing to preserve or enhance the heritage environment; - Contrary to policies CS14, DP24 and DP25. <p><u>Officer's Response:</u></p> <p><i>Since its submission, the proposal has been revised. Please see paragraph 2.2 to 2.5 and 4.2 to 4.4.</i></p> <p>An objection from Brunswick Tenants' and Residents' Association was received, summarised as follow:</p> <ul style="list-style-type: none"> - The 4no illuminated fascia signs will create unacceptable luminance to the detriment of residents in adjacent flats; - Detrimental also to the character of the predominantly residential locality, Grade II listed Brunswick Centre and the Bloomsbury Conservation Area surrounding the site; - The vinyls will alter the character of the host building and remove sight lines between Coram and Marchmont Streets as well as insensitive to the character of the shopping centre; - The large directional signs on the plant room 'cage' are totally inappropriate and create visual clutter; - Strongly object to the 24/7 operation with no staff at night time; 					

Officer's Response:

Since its submission, the proposal has been revised. Please see paragraph 2.2 to 2.5 and 4.2 to 4.4.

With regards the 24/7 operation of the business, this is not a matter relevant to this application which is for signage only.

Site Description

The site address is a standalone single storey metal frame structure with glazed elevations, sited at the eastern end of a strip of land surrounded by Coram Street to the north, Herbrand Street to the west, Marchmont Street to the east and the access road to the Bloomsbury Hotel to the south. It provides pedestrian access from street level to the basement which currently operates as a gym (commercial unit).

The site is close to Foundling Court/the Brunswick Centre which is grade II listed, and Bloomsbury Conservation Area. The site address is not itself in a Conservation Area.

Relevant History

Site Address:

2015/4176/P – (granted on 28/10/2015) - Temporary removal of condition 1 (hours of operation) of planning permission PS9704920R2 dated 17/04/1998 as varied by planning permission PSX0104075 dated 13/03/2001 (Change of use to a gym) namely to allow 24-hour use of the premises for a period of 12 months.

2013/6402/A – (granted on 04/11/2013) - Display of 4 x non-illuminated signs to all elevations.

Adjacent Sites History:

2015/6563/A – (granted on 13/12/2016) - Display of an externally illuminated projecting sign, 2 x internally illuminated lettering fascia sign and 2 x internally illuminated menu box on both side of entrance door - Marquis Cornwallis, 31 Marchmont Street;

2015/3280/A – (granted on 09/06/2015) - Display of externally illuminated fascia sign and projecting sign - 51 Marchmont Street;

2015/3035/L - (granted on 09/06/2015) - Installation of fascia and projecting signs, painting of the shopfront and removal of a menu sign - 51 Marchmont Street;

2010/3846/A – (refused on 09/09/2010) - Erection of an internally illuminated protruding box sign to shop (Class A1) - 61 Marchmont Street.

Adjacent Sites Enforcement History:

EN17/0381 - Alterations to shop front including replacement signs and illumination - 69 Marchmont Street;

EN17/0127 - New fascia without consent - 73 - 77 Marchmont Street;

EN15/0833 - Display of fascia sign, vinyl and projecting sign without the relevant permission - 87 - 89 Marchmont Street;

EN14/1059 - unauthorised, over-sized, internally lit box sign above the door of the premises - 68 Marchmont Street.

Relevant policies

LDF Core Strategy and Development Policies

Core Strategy Policies

CS5 – Managing the impact of growth

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

CPG1 (Design) – Chap 7 (2015)

Local Plan 2016

The Inspector's report on the Local Plan was published on 15 May 2017 and concludes that the plan is 'sound' subject to modifications being made to the Plan. While the determination of planning applications should continue to be made in accordance with the existing development plan until formal adoption, substantial weight may now be attached to the relevant policies of the emerging plan as a material consideration following publication of the Inspector's report, subject to

any relevant recommended modifications in the Inspector's report.

A1 – Managing the Impact on Development

D1 – Design

D4 - Advertisement

National Planning Policy Framework 2012

The London Plan 2016

Assessment

1. Proposal and Background

- 1.1 Advertisement Consent is sought for the display of an internally illuminated fascia sign facing the hotel, and externally applied non-illuminated vinyls to all 4no elevations.
- 1.2 The matter of the 24/7 operation of the forthcoming gym has been raised by the objectors. Although permission for such a use, from the time the new commercial tenant is operating the business, has not been granted, it is however independent from the assessment for Advertisement Consent of the development. As such, the determination of the proposal has in no way been prejudiced by the issues surrounding the use class. There is a live enforcement case which is investigating this issue.

2. Amendments

- 2.1** Through the course of the planning process, revisions have been sought and provided which have seen the reduction in the level/amount of advertising elements, from the original submission. The original submission featured 4no large internally illuminated fascia signs; numerous vinyl covering, which in some cases covered large areas of glazing; and some direction signs on the cage structure (securing an entrance) that is standing on the corner of Herbrand and Coram Streets.
- 2.2 The original fascia signs were considered unacceptable in terms of their size - over-spilling onto the louvre panels and thus too large, and in terms of location - facing a Grade II listed building (Foundling Court) and the Bloomsbury Conservation Area, and therefore the method of illumination - internally illuminated as well as the entire face of the box being illuminated, contrary to CPG1 (Design) which clearly states that '*Fascia and box signs should not obscure existing architectural features.*' It also goes on by stating that '*to ensure that an advertisement does not become unduly dominant in the streetscene, disturb adjoining residents at night, or cause safety hazards to drivers, consideration should be given to the intensity of illumination, surface area to be illuminated, and positioning and colours. Internally illuminated box signs are discouraged. Generally, the internal illumination of individual letters, rather than the whole fascia or projecting sign on a shopfront, will be more appropriate.*'
- 2.3 The amount, size and location of the proposed externally-applied non-illuminated vinyls also raised some concerns. Their size and arrangement, within each of the glazed elevations, removed the transparency through the window display that would be expected, and were contrary to CPG1 (Design) which states that '*the window display is the main visual element of a shopfront. Shop frontages should be largely glazed to maintain a window display rather than creating a solid frontage (including obscured glass) which will be discouraged.*'
- 2.4 The proposed direction signs to be displayed onto the metal cage structure were considered inappropriate due to their locations. The metal structure is not a commercial unit and cannot be used to display any type of commercial and/or directional signs upon it. The adverts on this structure have been deleted from the application.
- 2.5 The original proposal was thus creating very unsympathetic, overly dominant visual clutter.
- 2.6 Due to its design, the fascia areas are constricting – measuring roughly 200mm in height – and can only permit rather thin fascia signs. A different approach was discussed and found to be an acceptable alternative, by having internally illuminated signage installed inside the structure and behind the glazing. These types of signs are not subject to Advertisement Consent and do not form part of the proposal. The same applies to the addition of a TV behind the glazing.
- 2.7 They have, however, allowed for the significant reduction in the level/amount of individual advertisement items, as follows:
- i) There is now only one thin fascia sign that is facing the hotel, and will have only the letters - that form the business logo - internally illuminated. This is a reduction from the originally 3no large internally illuminated fascia signs.

- ii) Reducing the number of vinyls.
- iii) Removing the vinyl on the left hand side of the front elevation covering a large area as originally proposed.
- iv) The removal of the direction signs from the application altogether.

3. Assessment

3.1 The principle considerations material to the determination of the application is as follow:

- Design
- Public Safety

4. Design

- 4.1 The host building is a rectangular standalone metal frame structure with glazing elevations. It measures approximately 6.8m in width by 3.4m in depth, and sits on an elevated platform standing at approximately 300-400mm from pavement level. It is of a simple modern design, with no great merit, and is located at the eastern end of an excavated area connected to the Old Easting Station at the far western end – on the corner with Coram Street and Herbrand Street. Although there are more modern buildings edging the host structure than traditional ones – with the exception of the Marquis Cornwallis public house on the north side of the structure, the site location still remains sensitive due to the listed buildings and the conservation area in very close proximity.
- 4.2 The proposed fascia sign is to measure approximately 3.4m in width by 0.2m in height and 75mm in depth, and is to be located on the south fascia elevation of the standalone structure – fronting a 7-storey hotel of modern architectural design. It will sit within the small fascia area above the glaze elevation. Although the proposed fascia is to be internally illuminated, only the letters, forming the business logo, are to be illuminated.
- 4.3 The number of fascias has been reduced from 4no fascia signs down to one only, along with the reduction in size of the single fascia with the illumination now only applying to the lettering logo, and thus addressing the concerns raised by all 3no objectors. The revision has produced a more discreet, more appropriate and sympathetic sign that will fit within the restricted fascia area, and facing away from the listed building and the conservation area. As such, the method of illumination is acceptable.
- 4.4 The externally displayed non-illuminated vinyls consist of a set of 5no circular signs to be displayed on the outside of the glazing – one set per elevation. Having been reduced in number, and by also re-arranging their position within the glazing elevation, the amended proposal has re-instated the see-through appearance from all sides in order to retain and secure the purpose of a shopfront window display, in accordance with CPG1 (Design).
- 4.5 The revised proposal is therefore considered to be acceptable and would preserve the appearance of the host standalone structure, the character and appearance of the adjacent Bloomsbury Conservation area, and would not harm the setting of the adjacent listed Foundling Court/Brunswick Centre.

5. Public Safety

- 5.1 The proposed internally illuminated fascia sign and the non-illuminated vinyls are signs commonly found on commercial frontage. The illumination is not considered excessive. The public safety aspect of the proposal is therefore not an issue.

6. Recommendation

6.1 Grant Conditional Advertisement Consent

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Tuesday 30th May 2017, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to www.camden.gov.uk and search for 'Members Briefing'.

Butterfield Signs Limited
174 Sunbridge Road
Bradford
BD1 2RZ

Application Ref: **2017/1300/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

19 May 2017

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**The Gym Group
The Old Heating Station
Coram Street
London
WC1N 1HB**

DECISION

Proposal:

Display of an internally illuminated fascia sign fronting the hotel, and externally applied non-illuminated vinyls to all 4 elevations of street level foyer.

Drawing Nos: PE006 - 16/05/2017 - Bundle 11 pages - All Drawings and Photos; Site Location Plan.

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

Executive Director Supporting Communities



- 2 No advertisement shall be sited or displayed so as to
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

Informative(s):

- 1 The Inspector's report on the Local Plan was published on 15 May 2017 and concludes that the plan is 'sound' subject to modifications being made to the Plan. While the determination of planning applications should continue to be made in accordance with the existing development plan until formal adoption, substantial weight may now be attached to the relevant policies of the emerging plan as a material consideration following publication of the Inspector's report, subject to any relevant recommended modifications in the Inspector's report.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Director of Regeneration and Planning

DRAFT

DECISION