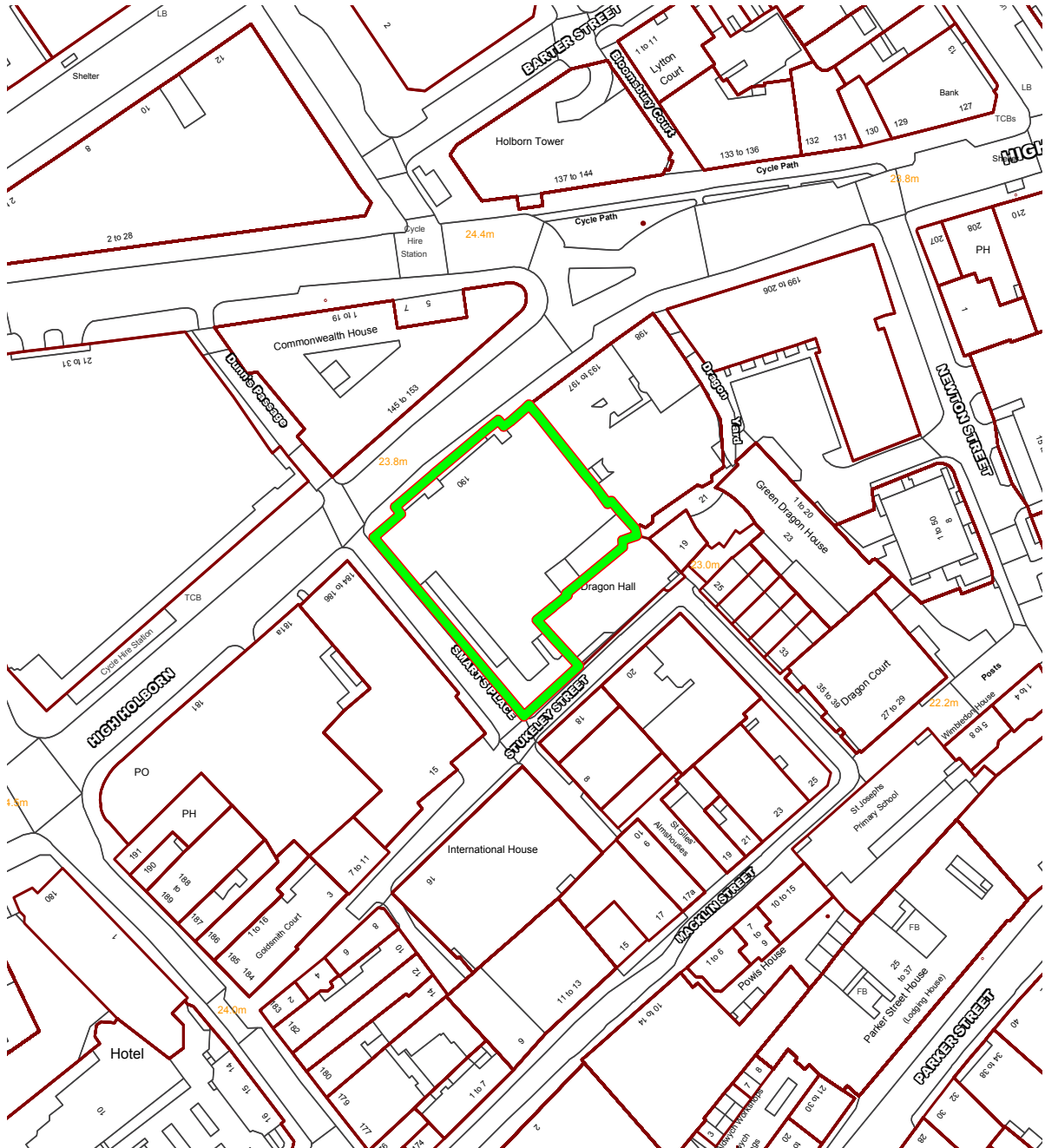


2017/2102/A

190 High Holborn



View of the host building from the corner of High Holborn with Smart's Place



View of the pre-existing fascia sign



Photomontage showing the retrospective fascia sign and the proposed logo sign



Photos of the current retrospective fascia





Delegated Report		Analysis sheet		Expiry Date:	07/06/2017
(Members Briefing)		N/A		Consultation Expiry Date:	16/05/2017
Officer			Application Number(s)		
Matthias Gentet			2017/2102/A		
Application Address			Drawing Numbers		
Enterprise House 190 High Holborn London WC1V 7BH			Please refer to draft decision notice		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		
Proposal(s)					
Display of an internally illuminated wrap-around fascia sign to the existing canopy [retrospective], and a non-illuminated round logo sign to front elevation between the 1st and 2nd floor level.					
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:	N/A					
Covent Garden Community Association (CGCA)	<p>An objection has been received, as follows:</p> <p>The CGCA objects to the use of internal illumination, as this method of illumination is inappropriate and unsympathetic in a conservation area, and conflicts with Camden planning policy (see CGP1, 8.11-8.15; & DP25).</p> <p>Additionally, national guidance, as set forth in the Department of Communities & Local Government's "Outdoor advertisements and signs: a guide for advertisers," clearly states that Class 4 (illuminated advertisements) "does not extend to any premises in a Conservation" (p. 17). Further, Camden's Seven Dials (Covent Garden) Conservation Area Statement states that "signage should be non-illuminated or externally illuminated" (see SD19, p. 28-29).</p> <p>The CGCA also objects to the proposed colour scheme, which is out of keeping with the character of the conservation area. Although these proposals fall outside the conservation area, the development would be visible from within the conservation area and, thus, would have a negative impact on the Seven Dials (Covent Garden) Conservation Area, which goes against Camden's planning policy. DP25.9 specifies that "The Council will therefore not permit development in locations outside conservation areas that it considers would cause harm to the character, appearance or setting of such an area."</p> <p>According to DP24, careful consideration must be given to the characteristics of a development site, features of local distinctiveness, and the wider context in order to achieve high-quality development which integrates into its surroundings. Camden's planning policy is clear that the Council expects development to retain the distinctive characters of the conservation area and new development must contribute positively to this.</p> <p><u>Officer's Response:</u> <i>Since its submission, the proposal has been revised. Please see paragraph 2.1 to 2.3, 4.1, 4.3 to 4.5, 4.7.</i></p> <p><i>Class 4 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 relates to signs that benefit from Deemed Consent (i.e. signs that can be displayed without the need for express</i></p>					

<p><i>consent subject to various criteria) and is therefore not relevant as this application is for advertisement consent.</i></p> <p><i>It must also be noted that the signage that form part of this application are not in a conservation area.</i></p> <p><i>The colour scheme of a sign cannot be controlled by the Council unless it applies to a Listed Building.</i></p>
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Site Description

The application site, No. 190 High Holborn, is a multi-storey building, including basement, of modern architectural design providing a mix use of offices (Class B1a) and education (Class D1) uses. It is located on the southern side of High Holborn, on the corner with Smart's Place.

The application site is not in a conservation area and the host building is not listed. However, the site is surrounded by Bloomsbury Conservation Area to the north and east, and Seven Dials Conservation Area to the south. It is also adjacent to the former Grade II listed Holborn Town Hall to the east.

Relevant History

Site Address History:

2015/6719/P – (granted Subject to S106 on 19/09/2016) - Change of use of the first and second floors of the existing building from Office (Class B1) use to Education/Training (Class D1);

2011/1254/A – (granted on 05/05/2011) - Display of an internally illuminated fascia sign on front elevation at ground floor level of office (Class B1);

A9602246 – (granted on 12/09/1996) - Display of 3 internally illuminated canopy signs.

Adjacent Site History:

210 High Holborn

2017/0648/A – (granted on 17/03/2017) - Display of internally illuminated fascia and projecting sign associated to existing bank

o/s 81 High Holborn

2017/0585/A – (granted on 15/05/2017) - Display of 2 x internally illuminated digital advertisement panels to freestanding BT panel

Bus Stop outside 210 High Holborn

2017/0284/A – (granted on 20/03/2017) - Display of 1x internally illuminated digital screen facing inwards to the existing bus shelter structure no. CAM00129AB .

99 High Holborn

2017/0241/A – (granted on 02/03/2017) - Display of internally illuminated (lettering and graphics only) fascia, projecting and wall mounted 'Takeaway' & menu signs

Kingsbourne House, 229-231 High Holborn

2016/4653/A – (granted on 23/09/2016) - Display of internally illuminated projecting sign

2016/1645/A – (granted on 25/04/2017) - Display of 2 x internally and halo illuminated fascia signs and 1 x internally illuminated projecting sign

Relevant policies

LDF Core Strategy and Development Policies

National Planning Policy Framework (2012)

London Plan (2016)

LDF Core Strategy and Development Policies (2010)

CS5 – Managing the impact of growth

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)

Bloomsbury Conservation Area Appraisal (April 2011)

Seven Dials Conservation Area Appraisal (1998)

Draft Camden 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.

The following policies are considered to be relevant:

A1 – Managing the Impact on Development

D1 – Design

D4 - Advertisement

1. Proposal and Background

- 1.1 Advertisement consent is sought for the display of an internally illuminated wrap-around fascia sign, and a non-illuminated circular logo between the 1st and 2nd floor level.
- 1.2 The internally illuminated fascia level is already in place, and is therefore applied for retrospectively.

2. Amendment

- 2.1 During the course of the planning process, revisions have been sought and provided which have seen the removal of a non-illuminated wrap around to cover the large planters sitting above the fascia, and spanning the full width of the canopy above the entrance to the building from High Holborn. This element of the proposal was considered to be highly inappropriate by virtue of its size and scale, and its location. Signage should be displayed in appropriate / designated advertising areas, not on any available surface. The non-illuminated wrap around would have also obscured lines and fixtures that form part of the elevation of the host building as a whole.
- 2.2 The proposed internally illuminated circular logo sign to be displayed between the first and second floor, and in line with the entrance canopy at ground floor level, was considered unacceptable in terms of its size and position, by 'spilling' over onto the architectural lines of the windows in close proximity, and its method of illumination. Its size has been reduced.
- 2.3 The revisions are summarised as follows:
- i) Removal of the non-illuminated wrap around covering the planters;
 - ii) Reduction in size of the internally illuminated circular logo sign to sit within the central area framed by the adjacent windows at 1st and 2nd floor level;
 - iii) Amendment to the method of illumination of the circular logo to be non-illuminated.

3. Assessment

- 3.1 The principle considerations material to the determination of the application is as follow:
- Design and amenity
 - Public Safety

4. Design and amenity

- 4.1 The host building is a multi-storey building of symmetrical modern architectural design, brown granite cladded with a projecting canopy at ground floor level fronting High Holborn. Its heavy bulk, further accentuated by the large and dominant planters sitting above the projecting canopy, make it an imposing feature within the high street.
- 4.2 The internally illuminated fascia sign is to wrap around the canopy, with the name and logo of the current occupying business only appearing on each end of the canopy. It is to measure 0.5m in height by 10.76m in width and 1.53m in depth (sides' width). It is similar in it simple

design to the pre-existing internally illuminated fascia sign that was granted Advertisement Consent under application reference: 2011/1254/A. [see Relevant History above]

- 4.3 CPG1 (Design) states that *'Good quality advertisements respect the architectural features of the host building and the character and appearance of the surrounding area. Advertisements and signs should respect the form, fabric, design and scale of the host building and setting. The type and appearance of illuminated signs should be sympathetic to the design of the building on which it is located. The method of illumination (internal, external, lettering, neon, etc) should be determined by the design of the building.'* It is considered that the host building, by virtue of its modern architectural lines and features, its large size and bulk, and its location (not in a conservation area) can accommodate such a long fascia sign.
- 4.4 The commercial units up and down High Holborn also have similar fascia signs in terms of design and method of illumination (internally illuminated) [See Relevant History above]. High Holborn also weaves in and out of various conservation areas, but a significant stretch can be found outside conservation areas. The modern designs of new buildings sitting along site older buildings provides a mixture of architectural lines and details that allow for less traditional signage to be introduced within the streetscape.
- 4.5 Despite the presence of the Grade II listed former Holborn Town Hall in close proximity, due to the size of the host building, the distance from the former to the canopy bearing the fascia sign is considered to be sufficient to minimize any harm to the setting of the listed building.
- 4.6 The non-illuminated circular logo sign is to be displayed between the windows at 1st and 2nd floor level and within a recess running central to the canopy below. Because of this, its presence is somewhat minimized, deflected by the projecting sections of the façade in comparison to its original fixing which would have been saddling across the recess.
- 4.7 Overall, the internally illuminated fascia sign and non-illuminated circular logo sign are considered to be acceptable in terms of size, design, location and method of illumination, and would preserve the character of the host building, the streetscape, and would not harm the setting of the adjacent listed former Holborn Town Hall.

5. Public Safety

- 5.1 Internally illuminated fascia sign are not uncommon on commercial frontages. The illumination is not considered excessive. The public safety aspect of the proposal is therefore not an issue.

Recommendation

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 Monday 5th June 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'.

Turley
The Charlotte Building
17 Gresse Street
London
W1T 1QL

Application Ref: **2017/2102/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

24 May 2017

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Enterprise House
190 High Holborn
London
WC1V 7BH

DECISION

Proposal: Display of an internally illuminated wrap-around fascia sign to the existing canopy [retrospective], and a non-illuminated round logo sign to front elevation between the 1st and 2nd floor level.

Drawing Nos: Photo Montage (16/05/2017); Cover Letter (10/04/2017); GH33973 Rev1 - Elevation - Fascia only (10/04/2017); 11786/PA/001 - Site Location and Block 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