

GL/P6875
07 February 2018

London Borough of Camden
Regeneration and Planning
5 Pancras Square
London
N1C 4AG

Dear Sirs

Proposed Advertisement consent for replacement externally illuminated projecting sign, halo illuminated fascia sign and advert on existing awning at 3 Bernard St, London, WC1N 1LJ. PP-06726931

On behalf of our client, Wasabi Co. Ltd, please find attached an advert consent application for the above signage.

This application is accompanied by the following:

- Site location plan
- Existing and Proposed Drawings
- Statutory online payment £132.00

Site and Location

The site is part of a terrace of three properties located immediately adjacent to the west side of Russell Square tube station.

No. 3 Bernard Street is not listed. The development site is located within the Bloomsbury Conservation area.

Russell Square tube station is surrounded by commercial properties comprising of Class A1 retail, Class B1 (a) offices and Class A3 restaurant uses. The busy Brunswick Centre Shopping Precinct is also approximately 100 metres away.

Russell Square Tube station is Grade II listed as is the residential terrace of 11 to 28 Bernard St.

Planning History

2016/7084/A - Installation of 1 externally illuminated fascia sign, 1 externally illuminated projecting sign and 2 non-illuminated canopies. Approved 09/03/2017

2016/7092/P - Installation of a replacement shopfront. Approved 09/03/2017

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Proposal

The proposal essentially seeks to replace existing signage. The previous tenants, The Detox Kitchen, have vacated the site after a short term period (approximately 1 year). They had previously obtained planning permission and advertisement consent for a new shopfront and signage in March 2017.

Wasabi wish to obtain and make no changes to the existing shopfront but replace the existing signage as follows:

1. Externally illuminated projecting sign- The existing trough external lighting is to be maintained as part of the proposal. However the non-illuminated projecting sign itself is proposed to be increased in height by a mere 30mm. The 70mm depth is to be retained as per the existing sign.
2. Halo illuminated fascia sign- The existing fascia is currently part externally illuminated with trough lighting. Wasabi however wishes to install subtle and modest halo illuminated letters to the new fascia in accordance with the guidelines in the CPG Advertisements (draft Nov 2017).
3. Advert on existing awning- The existing awning was approved as part of the 2017 application for the previous tenant. Wasabi wish to maintain this awning but replace the canopy fabric to incorporate their own branding.

Policy

Policy D4: Advertisements of the Camden Local Plan 2017 states the Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail.

CPG: Advertisements (Draft Nov 2017) states with regard to illumination of signage that "*generally, the internal illumination of individual letters, rather than the whole fascia or projection sign on a shopfront, will be more appropriate*". The revised fascia design incorporates these guidelines to provide a sympathetic solution that is in keeping with the surrounding area.

It is considered that the proposed replacement signage continues to preserve the character of the host building. The signage also does not harm the character and appearance of the Bloomsbury Conservation Area. The signage does not obscure or damage specific architectural features of the non-listed host building. The proposal is in accordance with The Camden Local Plan 2017 and the guidance as set out in the CPG Advertisements (draft 2017).

If you have any queries please not hesitate to contact me.

Yours sincerely

Grace Liu

For and on behalf of
Rolfe Judd Planning Limited

Camden Council
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