

Refusal Report			Expiry Date:	02/04/2018
Officer		Application Number(s)		
Oluwaseyi Enirayetan		2018/0508/A		
Application Address		Application Type:		
17 Little Russell Street LONDON WC1A 2HL		Advertisement Consent		
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):	
			Refuse Advertisement Consent	
Proposal(s)				
Display of non-illuminated fascia and projecting signs (Retrospective)				
Consultations				
Summary of consultation responses:		N/A		
Site Description				
The property is a three storey building located to the north side of Little Russell Street within the Bloomsbury Conservation Area. The ground floor and basement are in A1 use and the upper floors are in residential use and have a separate access. The site is adjacent a grade II listed terrace at 18-21 Little Russell Street.				
Relevant History				
Site Address:				
PWX0105139 - Change of use of ground and basement floors from retail (Class A1) to form residential unit (Class C3) – Withdrawn 30/11/2001				
2011/0362/P - Change of use from hairdresser (Class A1) to residential dwelling (Class C3) at ground and basement floor level; including extension into front lightwell, and the installation of windows at front and rear basement level – Refused 24/05/2011				
2016/0461/P - Change of use of ground floor from retail use (Class A1) to a mixed use of retail (Class A1) and Dog Grooming (Class Sui Generis) – Granted 18/03/2016				
Enforcement History:				
EN17/0287 - Original panelled door replaced with half-glazed door and neon fascia and projecting signs displayed.				

Relevant policies

National Planning Policy Framework 2012

The London Plan 2016

Draft New London Plan 2017

Camden Local Plan 2017

A1 – Managing the Impact on Development

D1 – Design

D2 – Heritage

D3 – Shopfronts

D4 - Advertisements

Camden Planning Guidance 2015 (as amended)

CPG1 – Chapter 7 & 8

Bloomsbury Conservation Area Appraisal (April 2011)

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

Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough

Assessment

1. Background

1.1 The fascia and projecting signs are already in situ. Whilst the fascia sign is non-illuminated, the projecting sign is internally illuminated; however, the applicant states it would be non-illuminated.

1.2 An enforcement case has been opened as a result of the unauthorised display of the signage forming part of this application under reference: EN17/0287.

2. Proposal

2.1 This proposal is seeking advert consent for the display of 1x non-illuminated fascia sign and 1x non-illuminated projecting sign.

3. Assessment

3.1 Policy D1 (Design) of the Camden Local plan states that the Council will require that all developments be of the highest standards of design, respects local context and character, and considers existing rhythms, symmetries and uniformities. Policy D2 (Heritage) expects development to preserve or enhance the character and appearance of the area and would take into account conservation area statements when assessing planning applications for development in a conservation area.

3.2 Considerable importance and weight has been attached to the harm and special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.66 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

Fascia sign:

3.3 The non-illuminated fascia sign measures 0.60m (H) x 2.62m (W) x 0.15m (D).

3.4 The fascia is framed above and below by a well-defined entablature that is visible across the four shops on this elevation and turns the corner. The existing sign stands forward of the fascia and overhangs the lower moulding, concealing it and failing to respond to its host building. An appropriate sign for this location would sit between the upper and lower cornices, flat on the fascia board. Instead, the sign stands proud of the shopfront frame, contrary to CPG1. The non-illuminated sign is considered unacceptable as it does not respect historic identity of the area and would be detrimental to the setting of the grade II listed terrace at 18-21 Little Russell Street and also add to the cumulative impact of undesirable advertisements and signage.

Projecting Sign:

3.5 The non-illuminated projecting sign measures 0.60m (H) x 0.60m (W) x 0.15m (D) which is affixed on the left hand side of the shopfront on Little Russell Street.

3.6 The proposed projecting sign is large and bulky; an incongruous fixture in this traditional area. CPG (Design) states that 'advertisements and signs should respect the form, fabric, design and scale of the host building and setting. All signs should serve as an integral part of the immediate and surroundings and be constructed of material that are sympathetic to the host building and the surrounding area.' The non-illuminated sign is considered unacceptable as it does not respect historic identity of the area and would be detrimental to the setting of the grade II listed terrace at 18-21 Little Russell Street and also add to the cumulative impact of undesirable advertisements and signage.

4. Public safety

4.1 It is not considered that the signs would cause any significant harm to public safety and is considered acceptable in this aspect.

5 Recommendations

5.1 Refuse advertisement consent.