

Delegated Report			Expiry Date:	25/12/2018
Officer		Application Number(s)		
Matthias Gentet		2018/5244/A		
Application Address		Application Type:		
18 Store Street London WC1E 7DH		Advertisement Consent		
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):	
			Refuse Advertisement Consent with Warning of Prosecution Action to be Taken	
Proposal(s)				
Display of 1 x externally illuminated fascia sign, 1 x externally illuminated hanging sign and 2 x externally and internally illuminated menu boards.				
Consultations				
Summary of consultation responses:		Not Applicable		
Site Description				
<p>The site address is a 4-storey building located to the north-west side of Store Street - between Alfred Place to the south-west and Ridgmount Street to the north-east – with the College Arms Public House at ground floor level and residential above. Store Street offers a mixture of ground floor commercial units with some residential and offices at upper levels.</p> <p>The property is within the Bloomsbury Conservation Area. Although not listed, it is noted to be a 'Positive Contributor' in the Bloomsbury Conservation Area Appraisal.</p>				
Relevant History				
Site History:				
<p>8601796 – (granted on 04/02/1987) - External alterations involving :</p> <p>a) New glazed and timber frontage to public house new striped canvas canopy 4 new external cowl lights and 3new exterior lanterns.</p> <p>b) New roof mounted extract fans on roof of existing ground floor rear extension to serve basement bar via internally trunked ventilation duct and ground floor bar.</p> <p>c) New fire exit door and stairs at ground floor level on east elevation as shown on drawings 56/01C (Proposals) 1 un-numbered plan (Existing) and roof ventilation unit specification.</p> <p>TP7333/19725 – (granted on 06/04/1950) - The re-instatement after war damage and alterations to the external appearance of No. 18, Store Street, Holborn.</p>				

Site Enforcement History:

EN19/0059 - Unauthorised display of 1 x externally illuminated fascia sign, 1 x externally illuminated projecting sign, 2 x externally and internally illuminated menu boards and non-illuminated awning.

Adjacent Site History:

Store Street

No28

2018/0514/A – (granted on 28/02/2018) - Display of a non-illuminated fascia sign and non-illuminate hanging sign on existing bracket.

Relevant policies

National Planning Policy Framework 2018

The London Plan 2016

Camden Local Plan 2017

D1 – Design

D2 – Heritage

D4 - Advertisements

Camden Planning Guidance 2015 (as amended)

CPG1 (Design) – Chapter 2, 3 & 7

Camden Planning Guidance 2018 (as amended)

CPG (Advertisements)

Bloomsbury Conservation Area Appraisal (April 2011)

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

Assessment

1. Proposal and Background

- 1.1 Advertisement Consent is sought for the display of an externally illuminated fascia sign, an externally hanging projecting sign and 2 x externally and internally illuminated menu boards.
- 1.2 This application is retrospective as the signage which also includes the awning and also heaters is in place. The submission of this application is the result of an enforcement enquiry and guidance from relevant enforcement officers.
- 1.3 The proposal has included details of advertisement on two mobile windbreaks. Due to their very nature - being mobile – advertisement consent is adjudged not to be required. The advertisements on the mobile furniture do not therefore form part of the proposal and are not included in the below assessment.
- 1.4 The details provided on the proposed elevation drawing would indicate that 2no menu boards to be displayed would be internally and as well as externally illuminated by Montparnasse Lanterns that are to be installed above the menu boards. Whilst this might be an error, no

comments were provided by the applicant on this matter (no correspondence was ever received) disputing this or clarifying the proposed set up. The illuminance sources are therefore to be taken as and assessed as serving the menu boards.

Revisions

1.5 Throughout the course of the application, revisions were requested, as follow:

Hanging Sign

- (i) Reduction in size;
- (ii) Removal of the trough lights from the proposal and replace with/or continue using the existing small spot lights installed on top of the below cornice;

Fascia Sign

- (iii) Remove the trough light from the proposal and replace with small spotlights;

Menu Boards

- (iv) Justification of the two source of illuminance – internal and external by means of 2no Montparnasse Lanterns. Internal to be removed.

None were provided, no response received.

1.6 This report is therefore the assessment of the proposal as originally submitted.

2. Assessment

2.1 The principle considerations in the determination of both applications are

- Visual Amenity (Design and Heritage)
- Public Safety

3. Visual Amenity (Design and Heritage)

3.1 Policy D4 states that *'Advertisements and signs should be designed to be complementary to and preserve the character of the host building and local area. The size, location, materials, details and illumination of signs must be carefully considered. Advertisements in conservation areas and on or near listed buildings require particularly detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.'*

3.2 The policy further states that *'Consideration should be given to the intensity of illumination, surface area to be illuminated and the positioning and colours of advertisements. 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.'*

3.3 This is supported by CPG Advertisements which also 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 surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area.'* With regards signage in conservation areas, the guidance also states that *'Advertisements in conservation areas and on or near listed buildings require detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements, of whatever type, on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.'*, in line the Policy D4.

- 3.4 In terms of illumination, the guidance is also in line with Policy D4 and states that '*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 should be determined by the design of the building.*'
- 3.5 The Bloomsbury Conservation Area Appraisal is voicing concerns with regards the poor quality of signage in the Bloomsbury Conservation Area and states that '*Illuminated signage which can have a major impact in conservation areas. A proliferation of signage, even of an appropriate design, could harm the character of the Conservation Area.*'
- 3.6 The front elevation of the building consists of a brown brick façade at upper floors with 3no sets of two windows 'encased' into a projecting white painted surround with brick central divides (with rounded edges). The façade of the ground floor – occupied by the public house – consists of distinctive and elaborate corbel details representing the head of a woman set on the console bracket framing the fascia area on both side, with black marble pilasters. The shopfront is timber frame consisting of 4no fan light 9-pane windows set above 2no entrance doors in the centre of the shopfront, flanked by 2no bi-folding doors – glazing to upper half and timber to bottom half.

Externally Illuminated Hanging Sign

- 3.7 The projecting sign would measure approximately 900mm in width by 900mm in height and 80mm in depth (thickness) made of foamex with aluminium capping, and would be affixed to the façade by means of the black painted metal bracket. LED trough lights would be attached to the upper bracket, illuminating the said sign downwards.
- 3.8 In view of the moderate width of the façade of the building, it is felt that the projecting sign is too large and could have been reduced down to 600mm by 600mm – as advised. The trough lights would be an unattractive addition and unsympathetic to the location. Being a modern element, it would clash with the traditional design and identity of the historical nature of the shopfront. Small, discrete spotlights would be more appropriate – as advised. Furthermore, the proposed material – foamex – is also inappropriate. In such a sensitive location, a timber hanging sign would be expected.
- 3.9 In terms of size, design, location, material to be used and the method of illumination, the externally hanging sign is considered to be detrimental to the character and appearance of the host building and would detract from the conservation area, contrary to policies D4 and CPG (Advertisements).
- 3.10 Prior to the works having been undertaken, spotlights were present on the upper cornice of the fascia that were used to illuminate the existing hanging sign. As such, these could be reinstated to provide an adequate method of external illumination.
- 3.11 In terms of size, design and location, the trough lights are considered to be detrimental to the character and appearance of the host building and would detract from the conservation area, contrary to policies D4 and CPG (Advertisements).

Externally Illuminated Fascia Sign

- 3.12 The proposed fascia sign would measure approximately 6.3m in width by 0.78m in height by 50mm in depth. It is to be made of foamex and aluminium capping, and would be externally illuminated by means of a full width LED trough light.
- 3.13 Similarly to the hanging sign as stated above, the sensitive nature of the site would require the fascia sign to be timber, and preferably with hand painted letters. However, the timber back fascia with individual letters would also be considered acceptable as the ones proposed. These could be back lit (Halo) or with a more discreet form of illuminance by means

of small spotlights.

- 3.14 Although the proposed elevation only shows the trough light above the fascia, the applicant has not confirmed whether the existing 5x swan's neck spotlights are to be retained or removed throughout their submission. The site visit confirmed that these have been removed. It is also worth noting that these 5 items had been installed without the required permission. The applicant was advised to amend the proposal by replacing the trough light with small and discreet spotlight thus ensuring a more sympathetic type of illuminating features.
- 3.15 In terms of design, location, material to be used and the method of illumination (trough light), the externally illuminated fascia sign is considered to be detrimental to the character and appearance of the host building and would detract from the conservation area, contrary to policies D4 and CPG (Advertisements).
- 3.16 In terms of size, design and location, the trough light is considered to be detrimental to the character and appearance of the host building and would detract from the conservation area, contrary to policies D4 and CPG (Advertisements).

Illuminated Menu Boards and Montparnasse Lanterns

- 3.17 The proposed internally illuminated menu boards would measure approximately 942mm in height by 380mm in width and 50mm in depth (Thickness), and would be made of aluminium with stainless surround and clear acrylic front cover. They are to be affixed onto each of the pilasters on either side of the shopfront.
- 3.18 In terms of their size, materials to be used and location on the shopfront, the menu boards is acceptable. Such items are commonly found on eateries and public houses.
- 3.19 The menu boards would also be externally illuminated by 2no bronze Montparnasse Lanterns measuring approximately 330mm in height by 205mm in overall width, projecting away from the elevation by approximately 240mm. They would be set at 400mm from the menu boards with the base of the lanterns approximately 200mm above.
- 3.20 In terms of size, design and material to be used, the Montparnasse Lanterns are considered acceptable.
- 3.21 The level and method of illumination proposed however is considered excessive. The lanterns, in their chosen location, provide added illuminance (external) to the menu boards. Combined with the internal illumination (of the menu boards), this would create a disproportionate light source that would have a negative impact on the historical shopfront.
- 3.22 By virtue of the level of illumination (internal and external), the menu boards and lanterns would become incongruous fixtures that would be detrimental to the character and appearance of the building and would detract from the conservation, contrary to policies D4 and CPG (Advertisements).

4. Public Safety

- 4.1 Policy D4 (Advertisements) of the Camden Local Plan 2017 states that Highway safety, with focus on vulnerable road users should be considered. Advertisements will not be considered acceptable where they impact upon public safety including result in glare and dazzle or distract road users because of their unusual nature, disrupt the free flow of pedestrians or endanger pedestrians.

4.2 The type of illumination hereby proposed would clearly enhance the visibility of the business within the highstreet. However, the signage here proposed are commonly found on commercial frontages and have the only purpose to offer some visibility and do not produce a level of illuminance that is significant enough to be cause for concerns for the safety of the public.

4.3 As such, the method of illumination in this context is considered acceptable.

5. Conclusion

6. The projecting sign, by virtue of its size, design, location and material to be used would be an unsympathetic and incongruous addition within a traditional shopfront. It would create visual clutter and thereby represents an inappropriate form of development that is detrimental to the character and appearance of the host building, the streetscape and fails to preserve and enhance the character and appearance of the Bloomsbury Conservation Areas, contrary to policy D4 of the Camden Local Plan 2017.

6.1 The fascia sign, by virtue of its design, location and material to be used would be an unsympathetic and incongruous addition within a traditional shopfront and thereby represents an inappropriate form of development that is detrimental to the character and appearance of the host building, the streetscape and fails to preserve and enhance the character and appearance of the Bloomsbury Conservation Areas, contrary to policy D4 of the Camden Local Plan 2017.

6.2 The trough lights, by virtue of their size, design and location would be unsympathetic and incongruous additions within a traditional shopfront. They are bulky and would create visual clutter and thereby represent an inappropriate form of development that is detrimental to the character and appearance of the host building, the streetscape and fails to preserve and enhance the character and appearance of the Bloomsbury Conservation Areas, contrary to policy D4 of the Camden Local Plan 2017.

6.3 The menu boards and Montparnasse Lanterns, by virtue of their combined location and methods of illumination (internal and external), would be incongruous fixtures and would create visual clutter and thereby represent an inappropriate form of development that is detrimental to the character and appearance of the host building, the streetscape and fails to preserve and enhance the character and appearance of the Bloomsbury Conservation Areas, contrary to policy D4 of the Camden Local Plan 2017.

7. Recommendation

Refuse Advertisement Consent with Warning of Prosecution Action to be Taken.