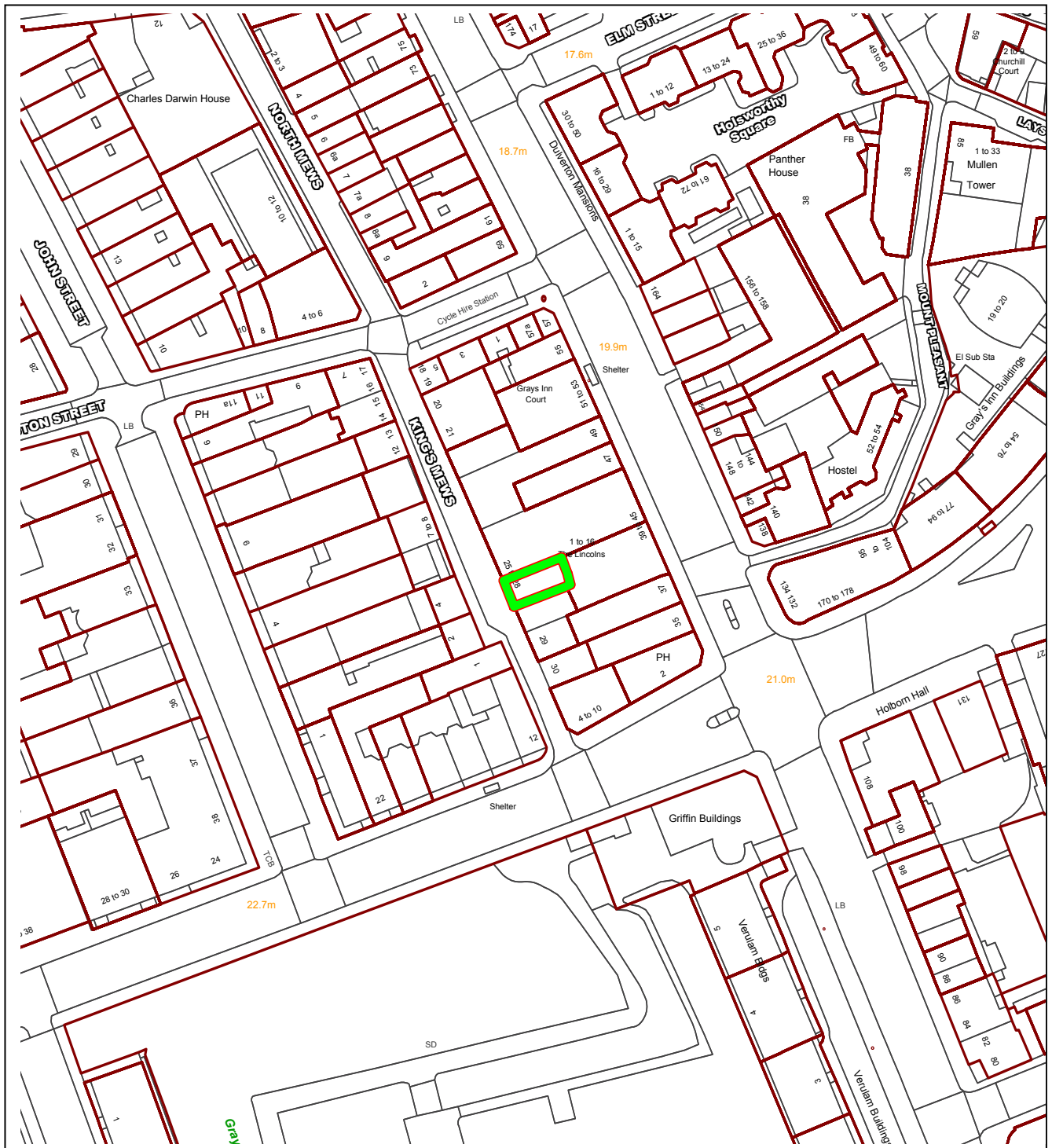


2019/2802/A – 27 King's Mews



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Photos 1 & 2 – view at front of application site



Photo 3 – Existing unauthorised lettering sign above 1st floor level



Photo 4 – existing unauthorised plaque board sign at ground floor level

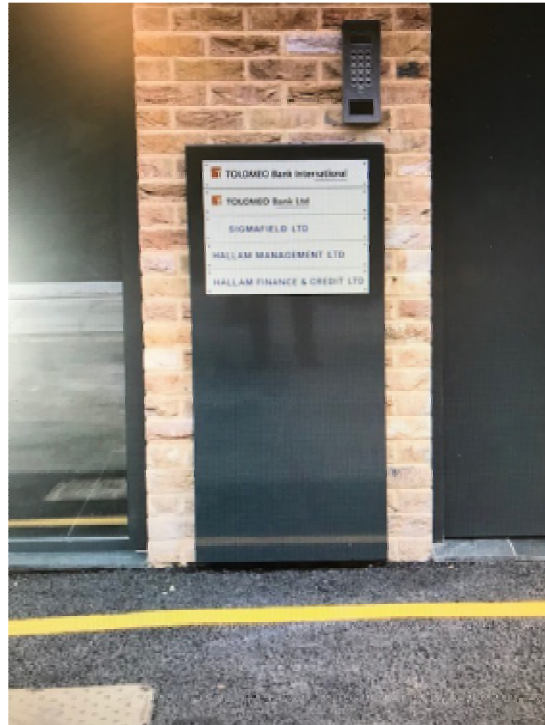


Photo 5 – Residential property opposite the application site (west side of Mews)



Photo 6 – Residential properties located opposite application site (south-west corner)



Delegated Report (Members' Briefing)		Analysis sheet		Expiry Date:	13/08/2019
		N/A		Consultation Expiry Date:	10/07/2019
Officer			Application Number(s)		
Tony Young			2019/2802/A		
Application Address			Drawing Numbers		
27 King's Mews London WC1N 2JB			Refer to draft decision notice		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		
Proposal(s)					
Display of back-lit lettering sign and non-illuminated plaque board, both located adjacent to ground floor level entrance (part retrospective).					
Recommendation(s):		Grant advertisement consent with warning of enforcement action			
Application Type:		Advertisement Consent			

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	0	No. of responses	03	No. of objections	03
			No. Electronic	03	No. of supports	00
Summary of consultation responses:	<p>3 residents living within King’s Mews objected to the proposals as follows:</p> <p>1. “We strongly object to the illuminated sign at first floor level. It is not appropriate in a conservation area or on a residential street. The plaque at street level is more than sufficient. I am not sure the reason for illumination if the owners have agreed to turn it off at night. Why have illumination at all.”</p> <p>2. “Excluding 27, the rest of the small mews (some 10 or so houses) is residential or will be once all sites are complete. The sign itself (unilluminated) is large, in proportion to the building, and is not in keeping with the otherwise residential look and feel of the street. There is other, smaller signage on the building at ground level to indicate the address and businesses within, so I can only assume that the large sign is for advertising purposes, which you would normally associate with heavily trafficked commercial areas, which King's Mews is not. Furthermore, when illuminated the sign shines directly into our bedroom window creating light pollution at night. I am not sure why the sign is needed, nor what illuminating it does for the business within Brownlow Mews, which is the continuation of King's Mews to the North has many more businesses located on it, none have signs of the size and style of the proposed for 27 and none are illuminated.”</p> <p>3. “We strongly object to this illuminated sign. It is not appropriate on a street which is currently residential with the exception of this one building. It is also not in keeping with the historical facade and outlook of our mews. There is sufficient signage provided by the names plates which are located next to the door so this signage is not needed. The signage is located directly in view of one of our bedrooms, is very bright and projects horizontally and thus will undoubtedly disturb at nights. We are at a loss as to the perceived value of this signage and how, yet again, this can be put in place without prior approval.”</p>					
CAAC/Local groups* comments: *Please Specify	Bloomsbury Conservation Area Advisory Committee: No response					

Site Description

The application site is a modern 4-storey building located on the east side of King's Mews. The building was formerly in use as a storage facility for an adjacent retail unit on Gray's Inn Road and is now used as offices. This side of the mews has historically been a mixture of commercial uses, including office and light industrial and storage. The western side of the mews comprises more recent 2 and 3-storey residential development with a mixture of flats and single dwellings. The surrounding area is a mix of uses, predominantly offices (B1) and residential (C3), with the busy thoroughfares of Theobald's Road and Gray's Inn Road to the south and east respectively.

The site is located within the Bloomsbury Conservation Area and also lies within the Central London Area and an archaeological priority area.

Relevant History

2016/3843/P - Erection of a three to four storey plus basement office building (Class B1) with 2nd and 3rd floor terraces following demolition of existing office/warehouse (Class B1/B8). Granted planning permission subject to a Section 106 Legal Agreement dated 23/03/2017

2013/1002/P - Erection of a three storey plus basement dwelling house with second floor terrace (Class C3) following partial demolition of existing office/warehouse (Class B1/B8). Granted planning permission subject to a Section 106 Legal Agreement dated 24/12/2013

2013/2081/C - Partial demolition of existing office/warehouse building (Class B1/B8). Granted conservation area consent subject to a Section 106 Legal Agreement dated 24/12/2013

N15/7/B/14176 (nos. 27 and 28) - The erection of a two-storey building at Nos. 27 and 28 King's Mews, Holborn, for use as storage accommodation with a leading bay, and for minor alterations to the external appearance of a building now in course of erection at No. 26. Granted planning permission dated 06/11/1959

TP11867/NW/14176 (nos. 27 and 28) - The erection of a two-storey building at Nos. 27 and 28 King's Mews, Holborn, for use as storage accommodation with a leading bay, and for minor alterations to the external appearance of a building now in course of erection at No. 26. Granted planning permission dated 06/11/1959

Relevant policies

National Planning Policy Framework 2019

The London Plan March 2016

Camden Local Plan 2017

A1 - Managing the impact of development

D1 - Design

D2 - Heritage

D4 - Advertisements

G1 - Delivery and location of growth

T1 - Prioritising walking, cycling and public transport

Camden Planning Guidance

CPG Advertisements (March 2018) - paragraphs 1.11 to 1.18.

CPG Design (March 2019) - chapters 2 (Design excellence) and 3 (Heritage)

CPG Amenity (March 2018) - chapter 4 (Artificial light)

CPG Transport (March 2019) – chapters 7 (Vehicular access and crossovers) and 9 (Pedestrian and cycle movement)

Bloomsbury Conservation Area appraisal and management strategy (adopted April 2011)

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

Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013

Assessment

1. Proposal

- 1.1 This application seeks consent to display a back-lit lettering sign adjacent to the ground floor level entrance and retrospective consent for the display of a non-illuminated plaque board in a similar location.
- 1.2 The lettering sign would be made from painted stainless steel and measure 0.194m high by 0.55m wide by 0.015m deep. The letters would be back-lit by LED lighting located in the back panel of the sign with a luminance level of 100 cd/m². The lettering would protrude 25mm from the face of the building.
- 1.3 The existing unauthorised plaque board or estate sign is made up of etched brass plaques on a grey painted aluminium back panel and measures 1.3m high by 0.6m wide and protrudes 40mm from the face of the building. The board is non-illuminated.



2. Amendments / further information

- 2.1 The original proposals sought consent for an existing unauthorised lettering sign which is currently displayed above 1st floor level at the front of the building (see photos). The sign measures 0.67m high by 1.9m wide and protrudes 75mm from the face of the building. Individual letters are back-lit by LED lighting which has a luminance level of 200 cd/m².
- 2.2 Following concerns raised by local residents and the Council in regard to the location, height above ground floor level, size and method of illumination of the lettering displayed at 1st floor

level, the applicant revised the proposal so that the sign would be removed entirely and instead proposed a smaller sign located at ground floor level (see section 1.2 for details).

3. Assessment

3.1 The principal considerations therefore material to the determination of this application are:

- a) design and visual amenity – the design and impact of the proposal on the character and appearance of the host building, wider streetscene, and the character and appearance of the Bloomsbury Conservation Area; and on neighbouring amenity (in so far as the Town and Country Planning (Control of Advertisements) Regulations 2007 allow consideration in this regard); and
- b) transport and public safety – the impact of the proposal on highway, pedestrian and cyclist's safety.

4. Design and visual amenity

- 4.1 Local Plan Policy D1 (Design) establishes that careful consideration of the characteristics of a site, features of local distinctiveness and the wider context is needed in order to achieve high quality development in Camden which integrates into its surroundings. Local Plan Policy D2 (Heritage) also states that the Council will only permit development within conservation areas that *“preserves or, where possible, enhances the character or appearance of the area.”*
- 4.2 The Bloomsbury Conservation Area Appraisal and Management Strategy (adopted in April 2011) supports this when stating that its designation as a conservation area provides the basis for policies designed to *“preserve or enhance the special interest of such an area.”* More specifically that inappropriate signage and external painting can have a detrimental impact on the character and appearance on the area, as well as, the special architectural or historic interest of any listed buildings.
- 4.3 More specifically, Policy D4 (Advertisements) confirms that the Council will support advertisements that preserve or enhance the character and amenity of conservation areas and heritage assets, but will resist advertisements that contribute to an unsightly proliferation of signage in the area, to street clutter in the public realm, or which cause light pollution to nearby residential properties. *“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. Interesting and unique styles of advertisements and signs will be considered acceptable where they are compatible with the host buildings and surrounding environment. The Council will resist advertisements where they contribute to or constitute clutter or an unsightly proliferation of signage in the area.”*
- 4.4 The revised proposal to display a sign with substantially smaller lettering and at a lower height at ground floor level would ensure that the proposed sign would be located at an appropriate level and with suitably sized lettering for this locality. A lower luminance level (100 cd/m²) than originally proposed and with light facing towards the face of the building so that letters are back-lit would further minimise the impact of the sign, such that it would not be widely noticeable. The existing unauthorised plaque board or estate sign is also considered to be appropriate for similar reasons, especially given the absence of illumination.
- 4.5 Concern was raised by a number of local residents (see ‘Consultations’ section above) with regard to the appropriateness of displaying commercial signage in this locality. While it is recognised that King's Mews has a number of residential dwellings, mainly on the western side of the mews, and a quiet character typical of a mews environment, it is also noted that it has historically been a mixture of commercial uses, including office and light industrial and storage

on the eastern side of the mews where the application site is located. It is therefore considered that commercial signage would be in keeping with the character of King's Mews, provided that it is appropriately designed and positioned.

- 4.6 In this regard, both signs are considered to be acceptable in terms of their design, dimensions, materials, location, and colour. The lettering sign is also acceptable in terms of its method of illumination and luminance level. As such, the proposed signage is therefore considered to be visually appropriate and would not harm the character and appearance of the Bloomsbury Conservation Area or wider Mews. The proposal is also in accordance with Council policies and guidance, and is acceptable.
- 4.7 Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

Residential amenity

- 4.8 Policy A1 (Managing the impact of development) seeks to protect the amenity of Camden's residents by ensuring the impact of development is fully considered and by only granting permission or consent for development or alterations that would not harm the amenity of communities, occupiers and neighbouring residents. Paragraph 6.6 states that "*artificial lighting should only illuminate the intended area and not affect or impact on the amenity of neighbours.*"
- 4.9 Concerns were raised by a number of local residents (see 'Consultations' section above) and by the Council mainly with regard to the existing unauthorised lettering sign positioned above 1st floor level. These concerns included the height that the sign was positioned, the dimensions of the lettering sign, and the impact of the illumination on residential amenity.
- 4.10 Revised proposals involving the removal of this unauthorised lettering sign address the concerns raised. An informative will also be added to any approval warning the applicant that enforcement action will be taken should the unauthorised sign not be removed within 1 month of the decision date. While the revised proposals also include the display of illuminated lettering, the luminance level and back-lit method of illumination for substantially smaller lettering positioned at ground floor level, is considered unlikely to result in any harm to residential amenity through any undue light-spill, light projection or glare.
- 4.11 As such, it is considered that the proposal would not be unduly obtrusive in the street scene nor would it likely disturb residents or cause harm to neighbouring amenity in terms of light-spill, light projection or glare by virtue of their location at ground floor level and the minor nature of the revised proposals. The proposals therefore accord with policies A1 and D4, and with Camden Planning Guidance, and are acceptable.

5. Transport and public safety

- 5.1 Policy D4 of the Local Plan states that advertisements will not be considered acceptable where they impact adversely upon public safety, including where they distract road users because of their unusual nature. CPG (Transport) also seeks to ensure that there isn't an adverse impact on the highway network, the public footway and crossover points.
- 5.2 The proposed signage is not considered to be harmful to either pedestrian or vehicular traffic given that the proposed location is within King's Mews and is not close to any busy pedestrian crossings or traffic signal controlled junctions, and as such, would not introduce any undue distraction or hazard in public safety terms.

5.3 The proposals therefore raise no public safety concerns.

6. Recommendation

6.1 The proposal is considered acceptable in terms of its design and impact on the host building, wider mews, and the Bloomsbury Conservation Area, and there is no significant adverse impact on the residential amenity of neighbouring occupiers, nor any public safety concerns. The development is also deemed consistent with Council guidance, as well as, in general compliance with the policies identified above.

6.2 It is therefore recommended that advertisement consent be granted with a warning of enforcement action to be taken.

DISCLAIMER

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 9th September 2019, 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'.

Nico Warr Architects
Studio 54
Great Western Studios
65 Alfred Road
London
W2 5EU

Application Ref: **2019/2802/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

3 September 2019

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted and Warning of Enforcement Action

Address:
27 King's Mews
London
WC1N 2JB

DECISION

Proposal:

Display of back-lit lettering sign and non-illuminated plaque board, both located adjacent to ground floor level entrance (part retrospective).

Drawing Nos: 116_P4_A1000; 116-A8009 rev 01; Unnumbered proposed elevation drawing (ref. 116_P5_A1400A_02); Unnumbered proposed back-lit lettering sign drawing (ref. 116-A8008(3)-A1); Unnumbered existing elevation drawing (received 30/05/2019); Email from Nico Warr Architects Ltd. dated 20/07/2019.

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

Executive Director Supporting Communities



Planning (Control of Advertisements) (England) Regulations 2007.

- 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 WARNING OF ENFORCEMENT ACTION TO BE TAKEN

The existing unauthorised illuminated lettering sign positioned above 1st floor level is considered to be harmful to the character and appearance of the host building and wider Bloomsbury Conservation Area, and as such, enforcement action may be taken in relation to this should the unauthorised display of signage not be removed within 1 month of the date of this advertisement consent being granted.

- 2 The applicant is advised that this consent relates solely to the display of signage as described in the proposed description and does not grant approval for any other alterations shown on the approved drawings.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

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