

Delegated Report

Expiry Date:

10/07/2012

Officer

John Nicholls

Application Number(s)

2012/2543/A

Application Address

Woburn House
19-29 Woburn Place
London
W1H 0LU

Application Type:

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s):

Refuse Advertisement Consent

Proposal(s)

The display of a non-illuminated Perspex sign at the ground floor elevation in connection with the existing student accommodation.

Consultations

Summary of consultation responses:

Site Description

The property is a large nine storey building facing onto Woburn Place built in a mixture of stone and brick. The property runs half the length of the eastern side of Woburn Place with its side entrance to the north facing onto the corner of Tavistock Place.

The property is not listed but does lie within the Bloomsbury Conservation Area and is considered to be a positive contributor.

Relevant History

N/A

Relevant policies

LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP25 – Conserving Camden's Heritage

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

Camden Planning Guidance 2011 (as amended)

Bloomsbury Conservation Area Appraisal and Management Strategy – In particular paragraph 5.4

NPPF 2012

Assessment

Proposal

The application relates to a 575mm (h) x 1720mm (w) non-illuminated fascia sign proposed to be attached above the side entrance door at the northern end of the property facing Tavistock Place.

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

Amenity

The Bloomsbury Conservation Area Appraisal and Management Strategy comments on alterations to existing buildings in paragraph 5.4 and suggests inappropriate signage can have a detrimental impact on the character and appearance of the conservation area.

The character of Woburn House and the surrounding buildings is that of large scale properties covering whole to half length street blocks over 9 storeys including single and double height mansard roofs. The style is largely tall and elegant neo-Georgian, built in red brick with stonework at ground and 5th floor levels which give detailing around corners and window and door hood mouldings.

The side entrance to the property on the northern façade is a discreet side door to the property. The elevation it is located on has a small service entrance to the right of this door and several windows either side at ground floor level. The double door entrance has a recessed section cut into the stonework between the door and the half landing window above it. The signage is proposed directly over this recess covering it entirely.

Camden Planning Guidance 1 on Design, states that;

Good quality advertisements respect the architectural features of the host building and the character and appearance of the surrounding area (paragraph 8.5), and should not harm their character and appearance and must not obscure or damage specific architectural features of buildings (paragraph 8.9).

Furthermore, the entrance over which the signage is proposed is a side entrance, which is minor in nature and the signage is proposed at fascia level. The street frontage that it is located on is largely residential and comprises 4 storey houses with most business uses that have a shop front or are in hotel use and have a fascia are located further east close to the junction with Marchmont Street.

Many businesses in the area have plaques advertising themselves to one side of the door below fascia level not above it including the main front entrance of this building. Therefore, the principal of a fascia sign at this level is considered an inappropriate addition to this frontage of the building due to the harm it is considered to cause the elevation it is proposed to be located on, and to the character of this part of the conservation area.

It is considered that the proposal would fail to preserve or enhance the character and appearance of the Bloomsbury Conservation Area.

Public Safety

Given the position of the proposed signage and its non-illuminated nature, it is not considered harmful to public safety.

Recommendation

The proposed advert is considered contrary to policies CS14, DP24 and DP25 of the Local Development Framework and the application is therefore recommended for refusal.

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