

Committee:	Date:
Planning and Transportation	21 March 2017
Subject: 117 - 121 Bishopsgate London EC2M 3UJ Installation and display of (i) nine internally illuminated fascia signs each measuring 0.63m high by 6.8m wide; 0.63m high by 8.3m wide; 0.63m high by 5.8 wide; 0.63m high by 2.4m wide; 0.63m high by 2.4m wide; 0.63m high by 5.4m wide; 0.63m high by 2.9m wide; 0.63m high by 3m wide; 0.63m high by 5.7m wide respectively all at a height of 3.3m above ground level; (ii) one internally illuminated fascia sign measuring 0.63m high by 2.5m wide at a height of 3.18m above ground level; (iii) four internally illuminated projecting signs measuring 0.571m high by 1.124m wide at a height of 3.39m above ground floor level and (iv) two internally illuminated ATM signs measuring 0.179m high by 0.464m wide at a height of 1.51m above ground floor level; (v) two internally illuminated ATM signs measuring 0.08m high by 0.31m wide at a height of 1.29m above ground floor level and two non illuminated door handle logo sign.	Public
Ward: Bishopsgate	For Decision
Registered No: 17/00063/ADVT	Registered on: 3 February 2017
Conservation Area: Bishopsgate	Listed Building: No

Summary

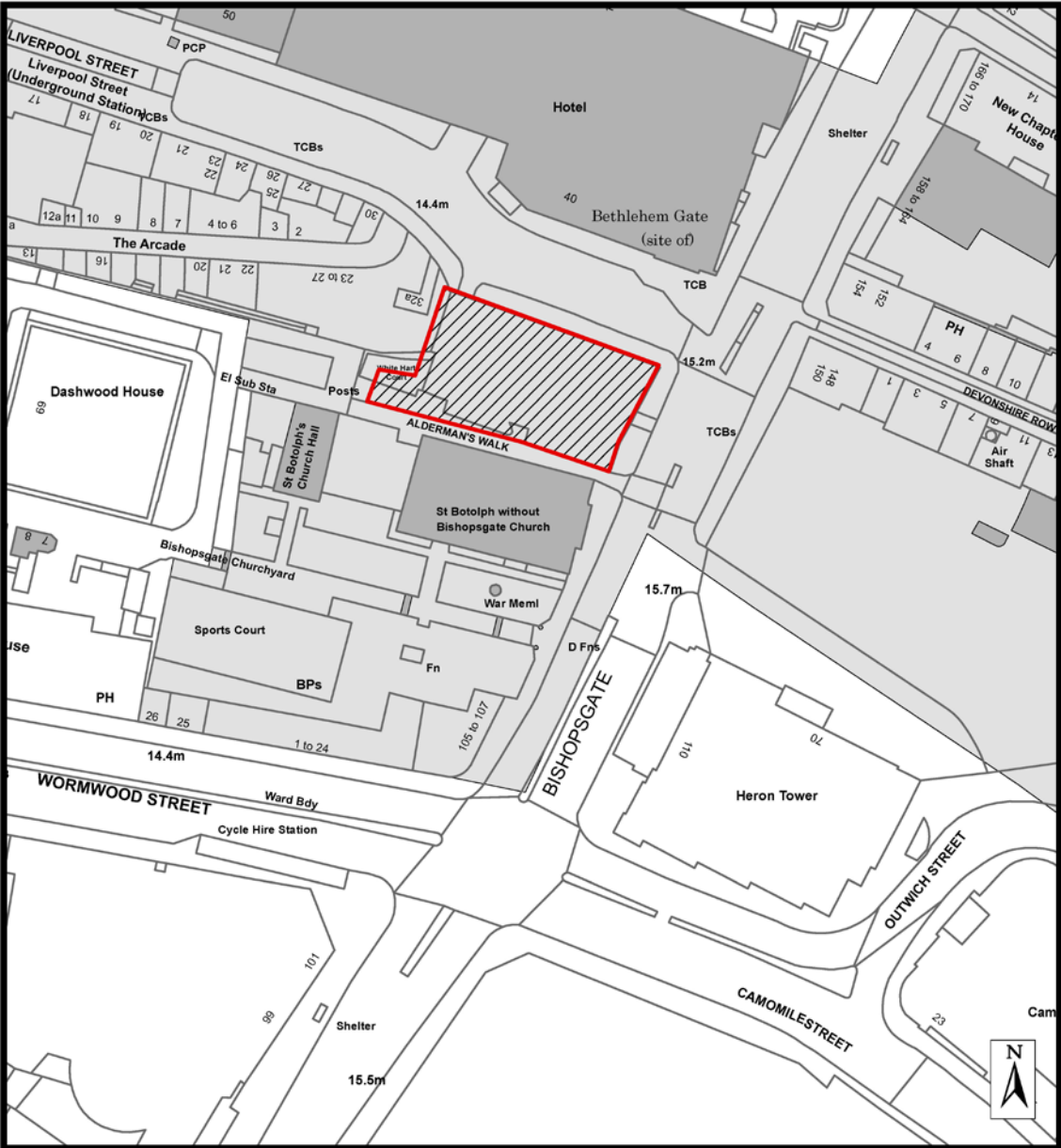
An application for express consent for advertisements has been submitted for the display of adverts at 117-121 Bishopsgate in relation to the use of the premises as a bank.

The proposed commercial advertising is considered to be unacceptable owing to its detrimental impact on the integrity of the building and character of the street through the incorporation of such insensitive advertisement proposals to the ground floor frontage. By virtue of the size, design, illumination, quantum and positioning on the building they would be visually dominant and highly conspicuous, particularly when viewed at night. The prominence of the advertisement would be exacerbated by the lack of strident and excessive advertising in the locality and the exposed location of the building at a junction with Liverpool Street and the relationship with to the setting of the Grade II* Listed St Botolph's Without Church. The proposals would be entirely out of character with the Bishopsgate Conservation Area.

Recommendation

It is therefore recommended that the express consent for adverts be refused for the grounds set out in the attached schedule.




City of London Site Location Plan



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ADDRESS:
117-121 Bishopsgate

CASE No.
17/00063/ADVT

-  SITE LOCATION
-  LISTED BUILDINGS
-  CONSERVATION AREA BOUNDARY



DEPARTMENT OF THE BUILT ENVIRONMENT

117-121 Bishopsgate

17/00063/ADVT



View of site from Bishopsgate looking west



View of site from Bishopsgate looking south-west

Main Report

Site

1. As described in the planning report in respect of 17/00062/FULL.

Proposal

2. Express consent is sought for the installation of ten internally illuminated fascia signs, four internally illuminated projecting signs, four internally illuminated ATM signs and two non-illuminated door handle logo signs.

Relevant Site History

3. There is a concurrent application for alterations to the shopfront before you today and the relevant site history is set out within that report (Ref.17/00062/FULL).

Comments

4. The Conservation Area Advisory Committee objected to the proposals, stating:
The fully internally illuminated fascia signs are overpowering and detrimental to the Conservation Area. The Committee also objected to the internally illuminated projecting signs considering them to be excessive in number and in depth recommending that there be a total of two signs. The Committee had no objection to the location of the ATM machines, but objected to the internally illuminated signage.
5. Detailed pre-application and post application discussions were held when concerns in relation to the proposals were raised and suggestions made as to what would be likely to be acceptable. No amendments have been made to the proposal following these discussions.

Policy Context

6. The Development Plan consists of the London Plan and the City of London Local Plan. The London Plan and Local Plan policies that are most relevant to this case are set out in Appendix A of this report.
7. Government policy is contained in the National Planning Policy Framework (NPPF) and guidance in the National Planning Practice Guidance (NPPG). Relevant in this case are:
Paragraph 67 of the NPPF states "Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment".
Paragraph 132 gives great weight to conserving heritage assets in a manner appropriate to their significance, noting that any harm or loss to heritage assets should require clear and convincing justification. It states that significance can be harmed through alteration of the

heritage asset or development within its setting.

Paragraph 133 and 134 advise on cases where proposals would lead to substantial or less than substantial harm to the significance of a designated heritage asset. In both cases, harm needs to be weighed against public benefits, although the tests for substantial harm are more rigorous.

8. The City of London Corporation has Supplementary Planning Guidance on Shopfronts. This sets out that in order to protect the dignified character of the City's streets, advertising should respect and enhance its locality. Particular care is necessary in Conservation Areas and listed buildings. Where illumination is considered to be appropriate, it should be from external sources as it is more discreet than bulky fascia boxes. No more than one projecting sign per business elevation will normally be acceptable.
9. Bishopsgate Conservation Area Character Summary and Management Strategy SPD (adopted September 2014) says:
'The character of signage is generally traditional and restrained, and there are few illuminated signs or conspicuous shop canopies that might otherwise have a substantial impact on the area's character and appearance. There are many locations where the quality and appearance of signage and advertising in the area could be enhanced, consistent with its traditional character.'

Considerations

10. In accordance with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007, advertisement control is exercised in the interests of amenity and public safety taking into account the provisions of the development plan, so far as they are material, and any other relevant factors. Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.
11. The material considerations in the assessment of this application are the impact that the proposed advertisements would have on the appearance of the building as a non-designated heritage asset within the Conservation Area, impact on the streetscape and visual amenity of the locality and impact on the setting of nearby listed buildings, in the context of local and national planning policy and guidance.

Visual Amenity

12. The City of London, in exercising control over advertisement material, in accordance with adopted Local Plan policies, seeks to maintain the dignified character of the City by keeping advertisement material restrained. In the interests of the visual amenity of the townscape, it is important that advertising should be designed with regard to the context of the site and in keeping with the character of the area in general. It has been City of London policy for many years to resist intrusive signage. Advertising has been generally restrained both in quantity and form, with limited illumination, particularly in Conservation Areas. The benefits of this long-standing policy are evident throughout the City's townscape.
13. The application proposes 10 separate fascia signs, all of which would be entirely illuminated, with blue internally-illuminated background and red and white internally-illuminated letter advertising.
14. Because of the type of internal illumination proposed, the fascias would step forward, wrapping around the soffit of the glazing accentuating their bulk and extending below the retained abaci of the pilasters on Bishopsgate and projecting further than the finely detailed decorative Venetian dentil course, modillion cornice consul brackets, in particular, in closer views. This would be particularly marked on 117 Bishopsgate, where the fascia would project significantly forward of any string course, cornice or pediment so as to appear visually discordant accentuated by the design and degree of illumination.
15. The proposed static internal-illumination to the entire fascia signs, projecting signs and ATM signs is proposed to be 540 candelas per metre squared. Illumination at this level is considered to be very high and contrary to our Advertisement policy (DM 10.6) and the supporting paragraphs 3.10.36 and 3.10.37 which is that advertisements should not be illuminated in Conservation Areas or in the settings of listed buildings. The advertisement at 180 Bishopsgate (KFC) which has been cited as a comparable by the applicant, has a maximum illumination of 200 candelas per metre squared (Ref. 16/00887/ADVT) and only relates to the logo and therefore is not comparable.
16. The use of a mirrored and polished steel frame with bulky internally-illuminated acrylic panels and pushed through red and white lettering would make the proposed fascias unsympathetic to the historic buildings on which they would be placed.

17. The four proposed projecting signs would be excessive in number with three on the elevation facing Bishopsgate and one on the Liverpool Street elevation which would be internally-illuminated and project 1.2m over the pedestrian footway. Measuring 0.571m high by 1.124m wide, their size would not comply with City Byelaws. The degree of projection and width, the illumination and their number would be inappropriate in the context of these buildings and would be unparalleled within the Bishopsgate Conservation Area.
18. The proposed two ATM machines would each incorporate two illuminated advertisements which would add to the excessive advertising.
19. The harsh and stark appearance of the proposed adverts would detract from views of St Botolph's Church, undermining it as the principal local landmark and reducing the harmonious relationship it has with this group of buildings when viewed in association with the Church.
20. The proposed commercial advertising is considered to be unacceptable owing to its detrimental impact on the integrity of the building and character of the street through the incorporation of such insensitive advertisement proposals to the ground floor frontage. By virtue of the size, design, illumination, quantum and positioning on the building they would be visually dominant and highly conspicuous, particularly when viewed at night. The prominence of the advertisements would be exacerbated by the lack of strident and excessive advertising in the locality, the exposed location of the building at a junction with Liverpool Street and the relationship with to the setting of the grade II* Listed St Botolph's Without Church. The proposals would be entirely out of character with the Bishopsgate Conservation Area.

Public Safety

21. The advertisements would be located on the fascia of the building and would not detrimentally impact on public safety.

Conclusions

22. The proposed ten internally illuminated fascia signs, four internally illuminated projecting signs and four internally illuminated ATM sign , by reason of their bulk and size, location obscuring architectural details, design, illumination, proliferation and their visually obtrusive, incongruous and discordant appearance would cause significant harm to the visual amenity of the building and the area, including harm to the

character and appearance of the Bishopsgate Conservation Area and detrimental to the settings of the listed Church of St Botolph's Without Bishopsgate (grade II*) and the listed former Great Eastern Hotel (grade II), contrary to London Plan Policies 7.6 and 7.8 and Local Plan Policies CS 10, CS 12, DM 10.5, DM 10.6, DM 12.1 and DM 12.2 and paragraphs 67 and 132-134 of the NPPF.

23. Accordingly, it is recommended that express consent for advertisements be refused.

Background papers

External

Proposed signage strategy schedule January 2017 Deloitte

Planning Statement, January 2017 Deloitte

Covering Letter, 26 January 2017 Deloitte

Letter 25th February 2017 City of London Conservation Area Advisory Committee.

Appendix A

London Plan Policies

The London Plan policies which are most relevant to this application are set out below:

Policy 7.6 Buildings and structures should:

- a be of the highest architectural quality
- b be of a proportion, composition, scale and orientation that enhances, activates and appropriately defines the public realm
- c comprise details and materials that complement, not necessarily replicate, the local architectural character
- d not cause unacceptable harm to the amenity of surrounding land and buildings, particularly residential buildings, in relation to privacy, overshadowing, wind and microclimate. This is particularly important for tall buildings
- e incorporate best practice in resource management and climate change mitigation and adaptation
- f provide high quality indoor and outdoor spaces and integrate well with the surrounding streets and open spaces
- g be adaptable to different activities and land uses, particularly at ground level
- h meet the principles of inclusive design

- i optimise the potential of sites.

Policy 7.8 Development should identify, value, conserve, restore, re-use and incorporate heritage assets, conserve the significance of heritage assets and their settings and make provision for the protection of archaeological resources, landscapes and significant memorials.

Relevant Local Plan Policies

CS10 Promote high quality environment

To promote a high standard and sustainable design of buildings, streets and spaces, having regard to their surroundings and the character of the City and creating an inclusive and attractive environment.

CS12 Conserve or enhance heritage assets

To conserve or enhance the significance of the City's heritage assets and their settings, and provide an attractive environment for the City's communities and visitors.

DM10.6 Advertisements

- 1) To encourage a high standard of design and a restrained amount of advertising in keeping with the character of the City.
- 2) To resist excessive or obtrusive advertising, inappropriate illuminated signs and the display of advertisements above ground floor level.

DM10.5 Shopfronts

To ensure that shopfronts are of a high standard of design and appearance and to resist inappropriate designs and alterations. Proposals for shopfronts should:

- a) respect the quality and architectural contribution of any existing shopfront;
- b) respect the relationship between the shopfront, the building and its context;
- c) use high quality and sympathetic materials;
- d) include signage only in appropriate locations and in proportion to the shopfront;
- e) consider the impact of the installation of louvres, plant and access to refuse storage;
- f) incorporate awnings and canopies only in locations where they would not harm the appearance of the shopfront or obstruct architectural features;

- g) not include openable shopfronts or large serving openings where they would have a harmful impact on the appearance of the building and/or amenity;
- h) resist external shutters and consider other measures required for security;
- i) consider the internal treatment of shop windows (displays and opaque windows) and the contribution to passive surveillance;
- j) be designed to allow access by users, for example, incorporating level entrances and adequate door widths.

DM12.1 Change affecting heritage assets

1. To sustain and enhance heritage assets, their settings and significance.
2. Development proposals, including proposals for telecommunications infrastructure, that have an effect upon heritage assets, including their settings, should be accompanied by supporting information to assess and evaluate the significance of heritage assets and the degree of impact caused by the development.
3. The loss of routes and spaces that contribute to the character and historic interest of the City will be resisted.
4. Development will be required to respect the significance, character, scale and amenities of surrounding heritage assets and spaces and their settings.
5. Proposals for sustainable development, including the incorporation of climate change adaptation measures, must be sensitive to heritage assets.

DM12.2 Development in conservation areas

1. Development in conservation areas will only be permitted if it preserves and enhances the character or appearance of the conservation area.
2. The loss of heritage assets that make a positive contribution to the character or appearance of a conservation area will be resisted.
3. Where permission is granted for the demolition of a building in a conservation area, conditions will be imposed preventing demolition commencing prior to the approval of detailed plans of any replacement building, and ensuring that the developer has secured the implementation of the construction of the replacement building.

SCHEDULE

APPLICATION: 17/00063/ADVT

117 - 121 Bishopsgate London EC2M 3UJ

Installation and display of (i) nine internally illuminated fascia signs each measuring 0.63m high by 6.8m wide; 0.63m high by 8.3m wide; 0.63m high by 5.8 wide; 0.63m high by 2.4m wide; 0.63m high by 2.4m wide; 0.63m high by 5.4m wide; 0.63m high by 2.9m wide; 0.63m high by 3m wide; 0.63m high by 5.7m wide respectively all at a height of 3.3m above ground level; (ii) one internally illuminated fascia sign measuring 0.63m high by 2.5m wide at a height of 3.18m above ground level; (iii) four internally illuminated projecting signs measuring 0.571m high by 1.124m wide at a height of 3.39m above ground floor level and (iv) two internally illuminated ATM signs measuring 0.179m high by 0.464m wide at a height of 1.51m above ground floor level; (v) two internally illuminated ATM signs measuring 0.08m high by 0.31m wide at a height of 1.29m above ground floor level and two non illuminated door handle logo sign.

REASONS FOR REFUSAL

- 1 The proposed ten internally illuminated fascia signs, four internally illuminated projecting signs and four internally illuminated ATM sign , by reason of their bulk, size, location obscuring architectural details, design, illumination, proliferation and their visually obtrusive, incongruous and discordant appearance would cause significant harm to the visual amenity of the building and the area, including harm to the character and appearance of the Bishopsgate Conservation Area and detrimental to the settings of the listed Church of St Botolph' s Without Bishopsgate (grade II*) and the listed former Great Eastern Hotel (grade II), contrary to London Plan Policies 7.6 and 7.8 and Local Plan Policies CS 10, CS 12, DM 10.5, DM 10.6, DM 12.1 and DM 12.2 and paragraphs 67 and 132-134 of the NPPF.

INFORMATIVES

- 1 The Plans and Particulars accompanying this application are: drawings numbered ES0; ES0.1;E0.0; E1.0; E1.1; E3.0; E3.1; E3.2. A0.0; A1.0 Rev 2; A1.1 Rev 2; A3.0; A3.1; A3.2; A4.0; A4.1; A5.0; A5.1; A5.2; A7.1.

City of London Conservation Area Advisory Committee

Mr. Ted Rayment,
Department of the Built Environment,
Corporation of London,
P.O. Box 270,
Guildhall,
London EC2P 2EJ

25th February 2017

Dear Sir,

At its meeting on 23rd February 2017 the City of London Conservation Area Advisory Committee considered the following planning application and reached the decision given below:

C.26 17/00063/ADVT - 117 - 121 Bishopsgate, London EC2M 3UJ

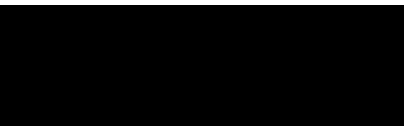
Bishopsgate Conservation Area/Bishopsgate Ward. Ward Club rep. Peter Luscombe.

Installation and display of (i) nine internally illuminated fascia signs each measuring 0.63m high by 6.8m wide; 0.63m high by 8.3m wide; 0.63m high by 5.8 wide; 0.63m high by 2.4m wide; 0.63m high by 2.4m wide; 0.63m high by 5.4m wide; 0.63m high by 2.9m wide; 0.63m high by 3m wide; 0.63m high by 5.7m wide respectively all at a height of 3.3m above ground level; (ii) one internally illuminated fascia sign measuring 0.63m high by 2.5m wide at a height of 3.18m above ground level; (iii) four internally illuminated projecting signs measuring 0.571m high by 1.124m wide at a height of 3.39m above ground floor level and (iv) two internally illuminated ATM signs measuring 0.179m high by 0.464m wide at a height of 1.51m above ground floor level; (v) two internally illuminated ATM signs measuring 0.08m high by 0.31m wide at a height of 1.29m above ground floor level and two non-illuminated door handle logo sign.

The Committee objected to the fully internally illuminated fascia signs considering them to be overpowering and detrimental to the conservation area. The Committee also objected to the internally illuminated projecting signs considering them to be excessive in number and in depth recommending that there be a total of two signs. The Committee had no objection to the location of the ATM machines, but objected to the internally illuminated signage.

I should be glad if you would bring the views of the Committee to the attention of the Planning and Transportation Committee.

Yours faithfully,



Mrs. Julie Fox
Secretary