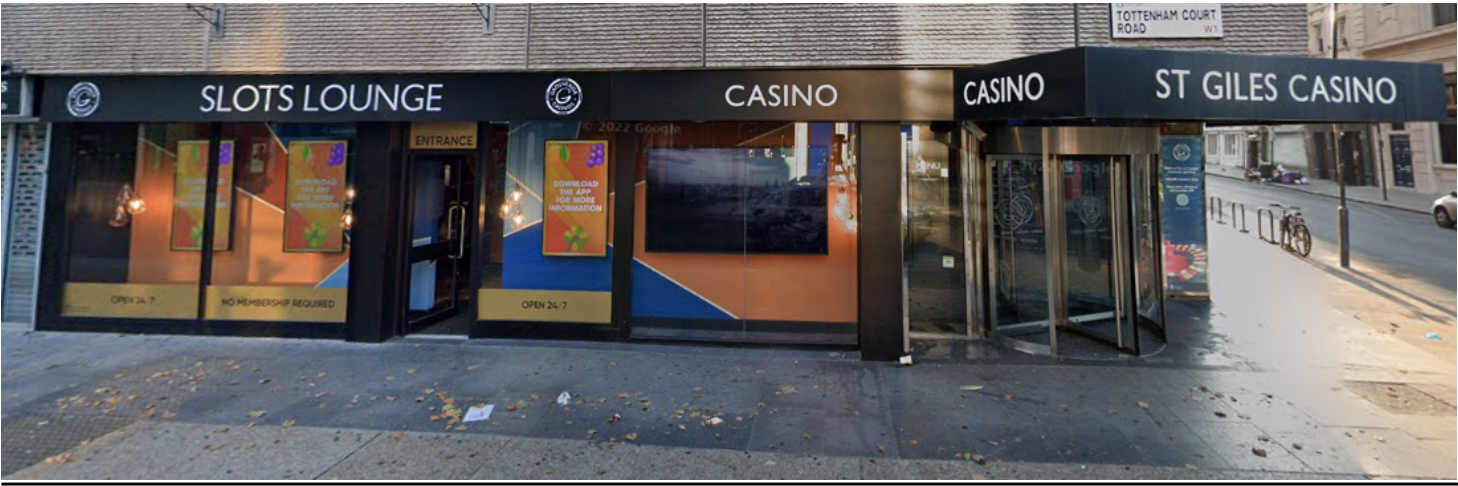




Tottenham Court Road Elevation



Great Russell Street Elevation



Delegated Report			Expiry Date:	02/03/2022
Officer			Application Number(s)	
Tania Clifford			2022/0039/A	
Application Address			Application Type	
Grosvenor St. Giles Casino 262 Tottenham Court Road London W1T 7RG			Advertisement Consent	
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s)	
			Grant Advertisement Consent	
Proposal(s)				
Installation of 1x internally illuminated projecting sign and 4x internally illuminated fascia signs (partially retrospective).				

Consultations

Summary of consultation responses:

On 10/04/2022 The Bloomsbury Conservation Area Advisory Committee objected, stating:

1. *"The proposal is over-signed and would have a damaging affect on public amenity, particularly the setting of the grade II listed former Oxford Coffee House at 14-16 Oxford Street, which extends to opposite the application site at 1 Tottenham Court Road. It would also affect the setting of the Grade II listed buildings at 5-12 Great Russell Street and 264-279 Tottenham Court Road, together with the character of the Bloomsbury and Hanway Street Conservation Areas. We are also concerned about road safety issues in the proposed high level, wall-mounted, illuminated roundel proposed at the corner of Tottenham Court Road and Great Russell Street.*
2. *At the time of the planning application (2021/3942/P we expressed concern at the loss of retail frontage and in terms of 'active' frontage as the existing ground floor casino, by nature of its 'adult' use, has windows completely obscured or covered with advertising. The same can be expected with this proposal although it is not declared. This is acknowledged to be a problem corner for drug dealing and, with windows obscured by advertising. It is made worse by lack of active surveillance contrary to CPG: Design, Sections 6 and 7."*

On 16/05/2022, the Bloomsbury Conservation Area Advisory Committee stated :

"RE 2022/00390A St Giles Casino, we object to this application.

We wish there would not be any internal illuminations of signage whatsoever. With regard to the projecting roundel, the fact that Coral had a projecting sign shouldn't necessarily mean this should be granted as too many of these have slipped into the Tottenham Court Road area already."

On 24/07/2022 the Bloomsbury Conservation Area Advisory Committee stated:

"The location, size, design of the advertisement is considered acceptable. The method of illumination is not. Internally lit signage is considered unacceptable in a conservation area. Illumination should be by means of external trough-lights, etc. Please refer to the Bloomsbury CA Management Strategy for further details."

Case officer's response:

Revisions have been received during the application to appease the concerns raised by the Bloomsbury CAAC. Revisions are summarised in paragraphs 2.1, 3.4, 3.5, 3.6 and 4.1

Site Description

The site is a modern building, situated within the Bloomsbury conservation area, on the corner of Tottenham Court Road and Great Russell Street.



Relevant History

- 2021/3942/P** - Change of use from a Betting Shop (Sui Generis) to a Casino and Adult Gaming Centre (Sui Generis). – **Granted 16/12/2021**
- 2015/4170/P** - Removal of recessed shop frontage including re-positioning of front entrance and installation of new fascia sign. – **Granted 23/09/2015**
- 2014/3182/A** - Display of 1x fascia sign to front elevation. – **Granted 18/06/2014**
- 2013/5384/P** - Installation of new shop frontage to include revolving door on Tottenham Court Road elevation of Casino. – **Granted 14/11/2013**
- 2013/5335/A** - Replacement of signage at ground floor level on Tottenham Court Road and Great Russell Street elevations and installation of illuminated fascia sign at first floor level on Great Russell Street Elevation – **Part Granted/Refused - 22/01/2014**
- 2008/3179/A** - Display of four internally illuminated fascia signs at ground floor level and 3 x externally illuminated banner signs at first floor level. – **Part granted/Refused 18/08/2008**
- 2007/6376/P** - Installation of new shopfront in connection with Casino and part Betting Office. – **Granted 04/03/2008**
- 2007/1763/P** - Change of use of part ground floor from ancillary casino accommodation (Sui Generis Use Class) to licensed betting office (Use Class A2). – **Granted 06/08/2007**
- 2007/0955/P** - Removal of existing window and erection of a new terrace with glazed balustrade at first floor level on the Great Russell Street elevation to existing casino (Sui Generis). – **Granted 23/04/2007**
- 2006/5771/A** - Display of internally illuminated, built up letters on fascia, two ground floor advertisement panels and two advertisement columns under the entrance canopy, together with 5 non illuminated banner signs at fascia level along the Tottenham Court Road elevation. – **Refused 07/02/2007**

2006/3628/P - Change of use from hotel staff area (Class C1) to casino-gaming area (Class D2) at ground floor level in connection with the existing casino-use at first floor level. – **Granted 27/09/2006**

2004/0406/A - Display of two illuminated fascia sign at entrance level. – **Granted 05/03/2004**

ASX0204868 - The display of an internally illuminated projecting sign approximately 3.2m (height) x 600mm (width) affixed to the Tottenham Court Road facade at first floor level, as shown on drawing number; 463-003 A. – **Refuse Consent for Advertisement 30/09/2002**

ASX0104615 - Display of internally illuminated fascia signs and poster box sign. As shown on site plan, photo montage sheets (x3), sections and elevations of proposed fascia and projecting signage, and drawing no. 463-001A. – **Grant Approval for Advertisement 17/07/2001**

ASX0004624 - The display of three neon lettering displays on the existing canopy together with two illuminated 480mm x 1225mm poster panels on the flank walls facing the rotating door on either side, as shown by location plan, and two unnumbered coloured drawings. – **Grant Approval for Advertisement 11/07/2000**

ASX0004182 - The display of an internally illuminated fascia sign; an internally illuminated projecting box sign; an internally illuminated poster panel, as shown by 3 unnumbered drawings and location plan. – **Refuse Consent for Advertisement 21/03/2000**

Relevant policies

The London Plan 2021

Camden Local Plan 2017

D1 Design

D2 Heritage

D4 Advertisements

A1 Managing the impact of development

CPG Advertisements

Bloomsbury Conservation Area Statement

Assessment

1. Proposal

1.1 The original application was for the installation of one projecting sign, six fascia signs, one wall mounted roundel and two amenity boards, as shown the elevation drawings below:



2. Revisions

2.1 It should be noted that during the assessment revisions to the proposed scheme were requested in order to appease the concerns of the Bloomsbury Conservation Area Advisory Committee. The proposal was revised to four fascia signs with internally illuminated letters and one internally illuminated projecting box sign, as shown on the following elevation drawings. The revisions were accepted as amendments under the ongoing application.



3. Design, Heritage and Visual Amenity

- 3.1 Policy D1 seeks to achieve high quality design in all developments. Policy D1 requires development to be of the highest architectural and urban design quality, which improves the function, appearance and character of the area.
- 3.2 Through Local Plan policy D2, the Council seeks to preserve and, where appropriate, enhance Camden's conservation areas and listed buildings.
- 3.3 Policy D4 requires advertisements to preserve or enhance the character and setting of the host building. Advertisements must respect the form, fabric, design and scale of their setting and the host building and be of the highest standard of design, material and detail.
- 3.4 Although internal illumination is not usually accepted in a conservation area, the site is located on a commercial street with numerous examples of internal illumination. The site is in close proximity to a number of listed buildings, however, given the scale and location of the proposed adverts, they would not impact the setting of these listed buildings. The proposed illumination will be behind lettering only which is acceptable. Given the robust nature of the site building, the proposed adverts at this level do not have an adverse impact on the building.
- 3.5 The original proposal was revised to four fascia signs and one projecting sign, removing the roundel, amenity boards and two of the fascia signs. The revised fascia signs and projecting signs are acceptable as they will reduce the visual clutter. The proposal will result in a fewer number of advertisements on the premises, therefore improving the character and appearance of the building and the conservation area
- 3.6 The BCAAC have objected to the potential loss of natural surveillance due to adverts placed in the windows. This application does not propose any external advertisements applied to the windows. Window signs behind glazing benefit from deemed consent.

4. Public Safety

- 4.1 The BCAAC raised concerns about road safety rising from the high level advertisement at the corner of Tottenham Court Road and Great Russell Street. There was an existing high level advertisement in this position prior to this application, however it has been negotiated that this sign is removed from the proposal
- 4.1 The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

Recommendation:

Grant Advertisement Consent

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 20th March 2023, 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'.

Application ref: 2022/0039/A
Contact: Fast Track TC
Tel: 020 7974
Email:
Date: 13 March 2023

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Ashleigh Signs
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Normanton
WF6 1TE
England

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Grosvenor St. Giles Casino
262 Tottenham Court Road
London
W1T 7RG

DECISION

Proposal:

Installation of 1x internally illuminated projecting sign and 4x internally illuminated fascia signs (partially retrospective).

Drawing Nos: 166740 (REV B)

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 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 Reasons for granting permission/consent-

The proposed internal illuminated signage is an improvement on the existing illuminated signage, and is of broadly the same scale and in broadly the same location. Illuminated signage, providing it is properly managed, is not out of character with the prevailing condition of Tottenham Court Road. The illuminance of the signs is acceptable at 300cd/m². The proposed projecting signage is also broadly equivalent to the existing condition.

One objection was received from the Bloomsbury Conservation Area Advisory Committee. The proposals have been amended to overcome concerns about the amount of signage. The works would preserve the character and appearance of the conservation area and would not cause harm to the host building. The proposals are considered to be acceptable.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposal is in general accordance with policies D2 and D4 of the Camden Local Plan 2017, the London Plan 2021 and the National Planning Policy Framework 2021

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 2021.

You can find advice in regard to your rights of appeal at:

<https://www.gov.uk/appeal-householder-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

Chief Planning Officer

DRAFT

DECISION