

Charlotte Street Association

email: [REDACTED]

**Development Management,
Regeneration & Planning,**
London Borough of Camden,
Town Hall, Judd Street,
London WC1H 8ND.

8th May 2025

For the attention of Tania Clifford, Planning Officer, Planning Solutions Team.

By email to: planning@camden.gov.uk and Tania.Clifford@camden.gov.uk

Dear Tania Clifford,

Re: ref. 2025/1131/A: 31 Tottenham Street, W1T 4RR:

Change existing shop front fascia sign to new where height of Fascia matching adjacent properties signage. Projecting light box sign with Logo to two sides. Backlit Logo to Fascia. Flat cut letters to Fascia.

I am writing on behalf of the Charlotte Street Association, concerning the above planning application.

Our Association wishes to submit comments and objections, as set out below

This application appears to have been marked as an “Advertisement” application (with a reference /A), which we like to query. The application appears to be more than just a signage application. The application includes the proposal to change the physical size of the fascia board to a much large size. Thus, we would have thought that this should be regarded as a planning application.

31 Tottenham Street is within the Charlotte Street Conservation Area. Unfortunately, there has been a gradual incremental deterioration of architectural details to some buildings in the Conservation Area, and especially with regard to fascia boards.

- (a). We wish to object to the proposed size of the new fascia board - It is too deep (from top to bottom), and extends up to the underside of the window cills of the 1st Floor windows. Although the drawing says it is to match the height of the existing deep fascia board next door at No. 29, we think that the fascia board at No. 29 does not have planning permission.

We think that the height (top to bottom) of the new fascia board should be similar to that at No. 39 Tottenham Street, which is an example of the traditional fascia board, which is more sensitive to, and more in character with, the architecture of the Conservation Area.

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Re: ref. 2025/1131/A: 31 Tottenham Street, W1T 4RR - *continued*:

- (b). Unfortunately, there is not a detailed (large scaled) section drawing through the fascia, and so it is difficult to judge the proposed depth (front to back). But we suspect that the depth of the fascia (front to back) will be bulky, to which we wish to object to. This is likely to be due to the roller shutter.

The roller shutter needs to be incorporated and resolved in a more sensitive way. Maybe the roller shutter could be located inside and behind the shopfront, as recommended in Camden's Planning Design Guidance.

- (c). We have concerns about the "Backlit logo in fascia: height 500mm". Presumably this will be **internally** lit, which is not usually acceptable in the Conservation Areas.
- (d). We also have concern about the proposed large Projecting light box, presumably internally lit. We are particularly concerned about the lighting of this Box, which is close to the First Floor windows. The First Floor is residential; and the lighting is likely to be intrusive to the residents.

Conclusion:

- (a). We object to the current proposal, because it is detrimental to the architectural character of the Conservation Area.
- (b). We think that the fascia board should be less deep (top to bottom); and be similar in size to the fascia board at 39 Tottenham Street, which is more typical and in character of the Conservation Area.
- (c). The inclusion of the roller shutter needs to be resolved, so that there is not such a bulky solution.
- (d). We think consideration should be given to a painted (plywood) fascia board and signage, and lit with external (spot) lighting (instead of internally lit signage) – as being more appropriate for the Conservation Area; and less intrusive for the residential above at First Floor level.
- (e). It would also be helpful to have a more detailed/large-scaled section drawing of the proposal and of the proposed fascia board, to better appreciate what is being proposed.

Yours sincerely,

Clive Henderson,
On behalf of Charlotte Street Association.