

Delegated Report		Analysis sheet		Expiry Date:	24/03/2014
		N/A / attached		Consultation Expiry Date:	
Officer			Application Number(s)		
Carlos Martin			1. 2013/8260/P 2. 2014/0554/A		
Application Address			Drawing Numbers		
260 Tottenham Court Road London W1T 7RF			Refer to draft decision notices.		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		
Proposal(s)					
1. Installation of new shopfront. 2. Display of 2 internally illuminated fascia signs and a projecting sign.					
Recommendation(s):		1. Grant planning permission 2. Grant advertisement consent			
Application Type:		Full Planning Permission			

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	00	No. of responses	00	No. of objections	00
			No. electronic	00		
Summary of consultation responses:	Site notice displayed from 05/03/2014 to 26/03/2014. No response.					
CAAC/Local groups* comments: *Please Specify	None; not in CA.					

Site Description

The application site forms part of a 1960's urban block which is bounded by Tottenham Court Road, Great Russell Street, Bedford Avenue and Adeline Place. The building (formerly known as the YMCA) is used as a hotel and is not listed. The application refers to a ground floor retail unit.

Relevant History

2013/6572/P: pp granted for the installation of door to front elevation at ground floor level and internal alteration to create new retail unit.

Relevant policies

NPPF 2012

The London Plan 2011

LDF Core Strategy and Development Policies 2010

CS5 Managing the impact of growth and development

CS14 Promoting high quality places and conserving our heritage

DP24 Securing high quality design

DP26 Managing the impact of development on occupiers and neighbours

DP30 Shopfronts

Camden Planning Guidance

CPG1 2013 (design)

CPG6 2011 (amenity)

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

Assessment

Shopfront alterations

The proposed alterations to the existing shopfront are minor and involve the installation of a new set of glazed doors similar to the existing ones and the installation of louvres at fascia level on the secondary Bedford Avenue elevation. The main planning issues to consider are the impact of the proposal on the character and appearance of the existing building and the area generally.

The proposed new doors would be of a similar design and proportions to the existing and are not considered to adversely affect the appearance of this part of the building. Therefore, no objections are raised on design terms. The new entry would be levelled with ground level and so it would comply with disability access requirements. The proposed new louvres have been designed to adapt the proportions of the fascia, thus they do not alter the rhythm of the shopfront.

Adverts

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.

The signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design. It is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers.

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 planning permission and advertisement consent.