

Delegated Report		Analysis sheet		Expiry Date:		25/03/2014	
		N/A / attached		Consultation Expiry Date:		27/02/2014	
Officer				Application Number(s)			
Carlos Martin				1. 2014/0685/P 2. 2014/0833/A			
Application Address				Drawing Numbers			
15 - 17 Tottenham Court Road London W1T 1BJ				Refer to draft decision notices.			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
1. Alteration to shopfront including repositioning of ATM. 2. Replacement of 1x existing internally illuminated projecting sign and display of 2x non illuminated graphic panes and 1x new internally illuminated projecting sign.							
Recommendation(s):		1. Grant planning permission 2. Part grant/ part refuse advertisement consent					
Application Type:		Full Planning Permission					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	46	No. of responses	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		Press notice published from 06/02/2014 to 27/02/2014. Site notice displayed from 05/02/2014 to 26/02/2014. No response.					
CAAC/Local groups* comments: *Please Specify		Bloomsbury CAAC: No response.					

Site Description

The application site is a ground floor retail unit accommodated by Sainsbury's on the west side of Tottenham Court Road opposite the junction between Tottenham Court Road and Bedford Avenue in Bloomsbury Conservation Area.

The host building is a mixed used four storey modern urban block with largely glazed façade and forms part of a parade of retail outlets in Central London Frontage on this side of Tottenham Court Road.

Relevant History

2012/1681/P: pp granted for the installation of a cash machine with two anti-ram bollards.

2009/2071/A: ac granted for the display of an internally illuminated projecting sign in Units 6-7, 6 - 17 Tottenham Court Road (Barclays Bank).

2009/1834/A: ac granted for the display of an internally illuminated hanging sign at 6 - 17 Tottenham Court Road (Specsavers unit).

Relevant policies

NPPF 2012

The London Plan 2011

LDF Core Strategy and Development Policies 2010

Core Strategy

CS5 (Managing the impact of growth and development);

CS14 (Promoting high quality places and conserving our heritage);

CS17 (Making Camden a safer place)

Development Policies

DP24 (Securing high quality design);

DP25 (Conserving Camden's heritage);

DP26 (Managing the impact of development on occupiers and neighbours);

DP29 (Improving access);

DP30 (Shopfronts);

Camden Planning Guidance

CPG1 (Design) 2013

Bloomsbury conservation area appraisal and management strategy 2011

Assessment

Shopfront alterations:

The proposed alterations to the shopfront are minor and involve the rearrangement of entrance doors, the removal of an existing canopy and the relocation of an ATM machine. The main issues to be considered are impact on the appearance of the street frontage and conservation area, community safety, pedestrian accessibility and accessibility of the new ATM machine.

Tottenham Court Road is highly commercial busy road. The proposed ATM machine in its new location is considered to be acceptable in principle. The existing shopfront is wide and largely glazed. The proposed ATM machine would be inserted within the glass panel and pretty much be set flush with it. It would be 0.7m above the pavement. The proposed alterations would be minor in relation of to the existing shopfront and would not significantly change the streetscene. They would be sympathetic to the materials, features and proportions of the existing shopfront. They would cause no harm to the architectural integrity of the host building and the appearance and character of this part of

the conservation area.

Due to the wide width of the footpath, it is considered that any queuing for the ATM would not result in congestion of the street for pedestrians. The height of the ATM would also enable wheelchair users to use it. The ATM would benefit from passive surveillance and therefore it would not raise any significant community safety issues.

Advertisements:

Advertisement consent is sought for the display of 2 internally illuminated projecting signs and 2x non illuminated graphic panes at either side of the main entrance of the unit. The submitted drawings show a number of other advertisements. However, these do not require formal consents as they are located behind the glazed façade and thus outside of planning control.

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 proposed graphic panes would not obscure any architectural features of the building and are considered acceptable in terms of proportions and design. It is not considered that these signs would be unduly obtrusive in the street scene or disturb residents or occupiers given their discreet location within the recessed entrance. The location of these signs is not considered harmful to either pedestrian or vehicle traffic and raise no public safety concerns.

Although internally illuminated signs are not generally considered acceptable in conservation areas, it is not considered that a single internally illuminated projecting sign in this location would be harmful to the character and appearance of this part of the Bloomsbury Conservation Area given that this is a highly commercial and busy road and the host building is of a contemporary design.

Camden Planning Guidance 1 (chapter 7, para. 7.14) advises that properties should only have one main fascia sign and one ancillary projecting or hanging sign per street frontage. It acknowledges that two projecting signs may be appropriate in cases of large shopfronts stretching across two or more shop units. However, it also advises that too many adverts/signs on a property contribute to visual clutter and can detract from the appearance of the street scene. In this case it is considered that more than one projecting sign in this frontage would contribute to clutter, as there are no obstructions that would justify the necessity to install more than one projecting sign. As shown on the submitted drawings, the combination of adverts that require consent and those which don't, make the unit well visible in the street from most angles. Moreover, the double unit on the other corner of this building (currently occupied by Boots) only features one single projecting sign on this street frontage. There are a total of six units within this frontage of the building, each featuring one single projecting sign. Therefore, it is considered that two internally-illuminated projecting signs are unacceptable in this unit as this would lead to visual clutter and may set a precedent for further similar applications that could potentially increase clutter further, resulting in a detrimental impact on the appearance of the host building and the surrounding conservation area.

Given the above, it is considered that permission should be granted to replace the existing projecting sign and to display the new non-illuminated graphic panes while a refusal should be issued for the additional one.

Recommendation: Grant planning permission and part grant/part refuse advertisement consent.