

Delegated Report		Analysis sheet	Expiry Date:	01/11/2013
		N/A / attached	Consultation Expiry Date:	17/10/2013
Officer		Application Number(s)		
Victoria Pound		2013/5419/L 2013/5415/A		
Application Address		Drawing Numbers		
The Heals Building 196 Tottenham Court Road London W1T 7LQ		See decision letter.		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
Installation of 2 x replacement internally-illuminated signs to the ground floor canopy on the main (Tottenham Court Road) elevation, plus installation of non-illuminated lettering above internal doorway.				
Recommendation(s):		Grant listed building consent Grant advertisement consent.		
Application Type:		Listed Building Consent Advertisement Consent		

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:	<p>Press and site notices displayed – no responses received.</p> <p>English Heritage – flexible authorisation received.</p>					
CAAC/Local groups* comments: *Please Specify	N/a					

Site Description

Grade II* derpartment store building. The original central section of 5-window bays dates from 1914-17, by Cecil C Brewer and A Dunbar Smith; the southern extension of 5 bays with identical style of elevation dates from 1936-8, by Edward Maufe, and the northern extension of 7 bays in a complementary idiom dates from 1961-2, by Fitzroy Robinson and Partners. Portland stone facing on a steel frame throughout. Pantiled mansard roof with dormers. The building is within the Bloomsbury Conservation Area.

Relevant History

None directly relevant.

Relevant policies

LDF Core Strategy and Development Policies

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

Camden Planning Guidance 2011 (as amended)

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP25 – Conserving Camden's Heritage

DP26 – Managing the impact of development on occupiers and neighbours

Assessment

Listed building consent and advisement consent are sought for the installation of two replacement signs to the existing ground floor level canopy, on the building's Tottenham Court Road elevation. One west-facing and one south-facing sign are proposed, which will replace the existing Heal's signage on the canopy. The material (bronze anodised aluminium) will be the same as the existing. The remaining signage, belonging to the adjacent retailer, will remain, and there will be no other changes to the canopy (including illumination etc).

Listed building consent is also sought for the installation of new, individually-mounted lettering above the entrance door within the internal vestibule. This will be mounted onto the existing modern marble using an adhesive. No mechanical fixings are proposed.

Listed building considerations:

The proposed signage is considered to be of appropriate materials, suitably positioned and affixed, and will not cause harm to the building's special interest.

Advertisement consent considerations:

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.

Amenity – the signs do not obscure any significant architectural features on the building, and are considered acceptable in terms of proportions, location and design.

It is not considered that the sign would be unduly obtrusive in the street scene or disturb residents or occupiers.

Public Safety - the location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

Recommendation:

In summary, the proposed advertisements are considered to meet the relevant local and national policies and guidance, and approval is therefore recommended.