

Delegated Report Advertisement Consent	1 st Signature		2 nd Signature (Refusal)		Expiry Date:	10/05/2013
Officer			Application Number(s)			
David Peres Da Costa			2013/1532/A			
Application Address			Recommendation			
105 Tottenham Court Road London W1T 4TT			Grant advertisement consent			
Proposal(s)						
Display of 6x internally illuminated projecting signs at ground floor level of retail units.						
Site Description						
The site is a recently built mixed use building with office use on the first second and third floors and residential above. The ground floor comprises six retail units. The site is not located within a conservation area.						
Relevant History						
2004/1021/P: Redevelopment of existing office/retail building to provide new office/retail building and freestanding residential building adjacent. (amendment to previous approved scheme PSX0104726 relating to total demolition of the original structural frame, relocation of plant to basement and additional 1bed residential unit). <u>Granted subject to s106</u> 11/06/2004 2008/0115/P: Installation of new shopfronts to retail units at ground floor level on Tottenham Court Road and Maple Street elevations. <u>Granted</u> 26/02/2008						
Relevant policies						
LDF Core Strategy and Development Policies CS5 – Managing the impact of growth CS14 – Promoting high quality places and conserving our heritage DP24 – Securing high quality design DP26 – Managing the impact of development on occupiers and neighbours Town and Country Planning (Control of Advertisements) (England) Regulations 2007 Camden Planning Guidance 2011 (as amended) NPPF 2012 London Plan 2011						

Assessment

Proposal: Consent is sought for the display of six projecting signs (one for each of the ground floor retail units). The projecting signs would be internally illuminated and with only the logo and individual letters to be fully illuminated. The applicant states that individual signs will be appropriate to the tenant in occupation and no further details of what would be displayed of the signs have been provided. The signs would measure 0.6m x0.6m. The signs would have a metal frame with either coloured acrylic or film and internal illumination providing a coloured glow. The base of the signs would be 2.5m above ground level and the six signs would be evenly spaced on the frontage projecting from each of the individual units.

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 shopfronts are fully glazed and the intention was that shop signage would be located behind the glazing only. The applicant states that to increase visibility a projecting sign is required for each of the six units. The size, design and materials of the signs are in keeping with the host property. The proposed location of the projecting signs on the shopfront is considered appropriate. The internal illumination of the signs with only the logo and individual letters to be fully illuminated against a coloured acrylic background which would only have a coloured glow is considered acceptable.

Public Safety

The signs raise no public safety concerns.

Recommendation:

The proposed advert is in general compliance with policies CS14 and DP24 of the Local Development Framework the application is therefore recommended for approval.