

Delegated Report		Analysis sheet	Expiry Date:	01/05/2013
		N/A / attached	Consultation Expiry Date:	N/A
Officer			Application Number(s)	
Aysegul Olcar-Chamberlin			2013/0729/A	
Application Address			Drawing Numbers	
245 Tottenham Court Road London W1T 7QW			See draft decision notice	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal				
Display of internally illuminated fascia and projecting signs on shopfront of ground floor retail unit (Class A1).				
Recommendation:	Grant advertisement consent			
Application Type:	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:	None					
CAAC/Local groups comments:	None					

Site Description

The application site is a ground floor retail unit of a six storey office building on the east side of Tottenham Court Road and is currently vacant. The rear of the application site exits into a loading and delivery area with access to underground parking. The surrounding area has a commercial character.

The site is within Central London Frontage and Central London Area (Fitzrovia). The site is not in a Conservation Area.

Relevant History

2013/0692/P – Planning permission was granted on 01/05/2013 for the installation of two air conditioning units (replacing existing air conditioning units) and louvre above doors on rear ground floor façade of retail unit (Class A1).

Relevant policies

LDF Core Strategy and Development Policies

CS5 (Managing the impact of growth and development)
 CS7 (Promoting Camden's centres and shops)
 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 2011

CPG1 (Design) – Section 8

Town and Country Planning (Control of Advertisements) (England) Regulations 2007
Camden Planning Guidance 2011 (as amended)

Assessment

Proposal:

The proposed signs would be in aluminium and perspex.

The proposed fascia sign with dimensions 3270mm by 800mm high would be located above the entrance door above approximately 3m above the pavement level. It would be installed against the orange fascia background and would project 125mm beyond it. The proposed fascia sign would have a text of 'GREGGS' in white against blue background and an orange logo. It would be internally illuminated (350.000 cd/m) and the illumination would be static.

The proposed box sign would be fixed to the façade panel (approximately 3m above the pavement level). It would be 700mm x 700mm x 160mm and would be in blue with white text of 'GREGGS' and an orange logo. It would be internally illuminated (350.000 cd/m) and the illumination would be statistic.

The originally proposed vinyl signs to the shop windows were omitted from the proposal.

Design:

The proposed signs do not obscure any architectural features of the host building and would be appropriate to the size and scale of the building and the shop front itself. Cumulatively they would not clutter the existing shopfront and would follow the pattern of the other fascia and box signs on the streetscene.

The proposed illumination is considered acceptable given the existing mixed commercial character of this busy street frontage. The proposal is therefore considered acceptable in design terms and not detrimental to the host building or its surroundings.

Amenity and public safety:

Due to the method of illumination the proposed signs would not be considered to harm the amenity of neighbouring properties in terms of light spill and would be considered acceptable.

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 advertisement consent.