

Delegated Report

Expiry Date:

22/04/2013

Officer

Hilary Cuddy

Application Number(s)

2013/1036/A

Application Address

260 Tottenham Court Road
London
W1T 7RF

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

2 x internally illuminated projecting signs and 2 x internally illuminated fascias.

Consultations

Summary of consultation
responses:

N/A

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 which is currently used as a Costa Café unit.

Relevant History

2011/2900/P-Change of use of ground floor from retail (Class A1) to restaurant (Class A3), installation of extract duct within void and terminating at roof level with extract fan. Refused 10/10/2011.

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
DP25 – Conserving Camden's Heritage
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)

Assessment

Proposal

The application relates to standard corporate signage for a Costa café unit:

-1 x internally illuminated aluminium fascia signs with Perspex letters measuring 0.6hx0.2wx0.06d to front elevation on Tottenham Court Road;

-1 x internally illuminated aluminium fascia signs with Perspex letters measuring 0.6hx0.2wx0.06d to side elevation on Bedford Avenue;

-1x internally illuminated stainless steel projecting handing sign measuring 0.6hx0.6wx0.06d to Bedford Avenue elevation; and

1x internally illuminated stainless steel projecting handing sign measuring 0.6hx0.6wx0.06d to Tottenham Court Road elevation.

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 proposed fascia and projecting signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design. The proposed fascia and projecting signs are considered acceptable in terms of size, location and method of illumination. The signs are suitable in terms of proportion and design in relation to the frontage and are considered to be relatively unobtrusive. They would not result in harm to the character and appearance of the conservation area and are not considered to harm the setting of nearby area, nor is it considered to 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: Grant Advertisement Consent

The proposed advert is in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.