

# Delegated Report

Expiry Date:

12/03/2013

## Officer

John Nicholls

## Application Number(s)

2013/0336/A

## Application Address

69 Tottenham Court Road  
London  
W1T 2HA

## Application Type

Advertisement Consent

## 1<sup>st</sup> Signature

## 2<sup>nd</sup> Signature (If refusal)

## Conservation

## Recommendation(s)

Grant Advertisement Consent

## Proposal(s)

Installation of 1 x internally illuminated acrylic projecting sign and 1 x internally illuminated acrylic fascia sign to front elevation of existing amusement arcade (class Sui Generis).

## Consultations

Summary of consultation responses:

## Site Description

The site is a three storey building located mid-terrace on the western side of Tottenham Court Road almost directly opposite the junction with Chenies Street and a close neighbour of Goodge Street Tube Station.

The property is not listed but does lie within the Charlotte Street Conservation Area and is considered a positive contributor.

## Relevant History

8980087 - Retention of internally lit fascia and projecting sign at ground floor level. Fascia sign measuring 1000mm x 5500mm to read "Pizza Pasta Bar" plus two logos Projecting sign measuring 500mm x 500mm to read "Pizza Pasta Bar" – Granted - 28/11/1989

8900649 - Change of use of ground floor from restaurant to amusement arcade – Granted - 26/06/1990

P9601792R1 - Extension of prescribed (5 year) time limit of planning permission dated 19 June 1991 (Reg.No.9000524) for the erection of roof extension of the front property to be used in connection with the third floor as a 2 bed maisonette and the erection of a roof extension on the rear building at second floor level to be used as a pool room in connection with amusement arcade and pool room beneath – Granted - 12/12/1996

## Relevant policies

### LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

DP16 – The transport implications of development

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)**

## **Charlotte Street Conservation Area Appraisal and Management Strategy 2008 NPPF - 2012**

### **Assessment**

#### **Proposal**

The application relates to a fascia sign with internally illuminated letters and one projecting box sign which also has internally illuminated letters.

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 architectural features of the building and are considered acceptable in terms of proportions and design.

Camden's Design Guidance (paragraph 8.12) states that the type and appearance of illumination should be sympathetic to the design of the building on which it is located and that the method of illumination should also be determined by the design of the building. It goes on to state (in paragraph 8.15) that internal illumination of individual letters, rather than the whole fascia or projecting sign on a shopfront are more appropriate than internally illuminate boxes.

The CPG also considers that signs which are unsympathetically designed can cause significant harm to the building and townscape and therefore they should relate well to the character, scale and architectural features of the building and respect their local context (paragraph 7.13).

It is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers and complies with Camden's Design Guidance as the illumination is individual lettering, relates well to the existing shopfront and does not obstruct original shopfront features.

#### **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:**

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.

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