

Delegated Report

Expiry Date:

24/04/2013

Officer

Hilary Cuddy

Application Number(s)

2013/1003/A

Application Address

Barclays Bank
Unit 6-7
6-17 Tottenham Court Road
London
W1T 1BH

Application Type

Advertisement Consent

1st Signature

2nd Signature
(If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Internal display of x1 LCD smart film advertisement.

Consultations

Summary of consultation responses:

N/A

Site Description

6-17 Tottenham Court Road is a mixed use development comprising units for retail and financial and professional services and offices on the west side of the street at the junction with Hanway Street. Units 6-7 are occupied by Barclays Bank (Class A2). Use as Class A2 was granted in October 2008 (see below). The building is not located, but the site is located within the Bloomsbury Conservation Area

Relevant History

June 2009 (2009/2071/A) Advertisement consent for the display of an internally illuminated projecting sign to bank (Class A2).

November 2008 (2008/4261/A) Advertisement consent to display internally illuminated sign and projecting sign at fascia level, display of internally illuminated sign at second floor level and display of signage around the proposed ATM machine.

November 2008 (2008/4203/P) Planning permission for installation of an ATM within the shopfront.

October 2008 (2008/3659/P) Planning permission granted for change of use of retail unit (Class A1) at ground and first floor to financial and professional services (Class A2).

July 2007 (2007/2767/A) Advertisement consent granted for display of internally illuminated fascia sign and internally illuminated projecting sign on the corner frontage of existing Class A1 (Retail) unit.

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

Assessment

Proposal

The application relates to an internal ceiling mounted projector set a minimum 2000mm back from the shopfront. The images from the projector are projected onto an approximate 1500mm x 850mm smart film applied directly to the internal face of the existing glazed shopfront to the front elevation on Tottenham Court Road.

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 sign does not obscure any architectural features of the building and are considered acceptable in terms of proportions and design. The proposed projector screen is 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.

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