

Delegated Report

Expiry Date:

06/12/2012

Officer

Nicola Tulley

Application Number(s)

2012/5446/A

Application Address

98 Tottenham Court Road
London
W1T 4TR

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Installation of 1 x illuminated fascia sign, 1 x illuminated projecting sign, 1 x non-illuminated sign on wall and 1 x illuminated free standing sign.

Consultations

Summary of consultation responses:

Site Description

Relevant History

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 a fascia sign with internally illuminated letters and one internally illuminated projecting box sign.

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.

It is not considered that the sign would be unduly obtrusive in the street scene or 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:

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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