

Delegated Report		Analysis sheet		Expiry Date:		03/08/2012	
		N/A / attached		Consultation Expiry Date:		26/07/2012	
Officer				Application Number(s)			
Carlos Martin				1. 2012/3048/P 2. 2012/3050/A			
Application Address				Drawing Numbers			
116 Tottenham Court Road London W1T 5AJ				Refer to draft decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
1. Installation of new glazed shop front. 2. Display of externally illuminated fascia sign and externally illuminated projecting sign to front elevation.							
Recommendation(s):		Grant planning permission and advertisement consent					
Application Type:		Full Planning Permission					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	16	No. of responses	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		Press notice published from 05/07/2012 to 26/07/2012. Site notice displayed from 26/06/2012 to 17/07/2012. No response.					
CAAC/Local groups* comments: <small>*Please Specify</small>		Bloomsbury CAAC: No comment.					

Site Description

The application site comprises an existing restaurant at basement and ground floor and residential flats above. The building is mid-terrace and fronts onto Tottenham Court Road. The site is located within the Bloomsbury Conservation Area.

Relevant History

27499(R): pp granted for the installation of a new shop front including the provision of a blind below fascia level. 17/05/1979.

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
DP29 Improving access
DP30 Shopfronts

**Camden Planning Guidance 1 (design) & 6 (amenity).
Bloomsbury Conservation Area Appraisal.**

Assessment

Shopfront alterations

The proposed shopfront is considered to preserve the visual character and appearance of this part of the Bloomsbury CA with the shopfront being well proportioned and broadly complying with council design guidelines. The proposed timber material is considered sympathetic and no objections are raised in design and conservation grounds.

Signage

The proposed signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design. It is not considered that any of the signs would be unduly obtrusive in the street scene or disturb residents or occupiers.

Although illuminated signs are not generally considered suitable for conservation areas, external illumination in this site is not considered to have a harmful impact on the character and appearance of the building and the wider conservation area.

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 planning permission and advertisement consent.

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