

LB Camden Planning File

**2010/1572/A**

Erection of one internally illuminated fascia sign to the Tottenham Street elevation, along with a projecting non-illuminated hanging sign, and the erection of two internally illuminated fascia sign to Whitfield Street elevation with and one projecting non-illuminated hanging sign of an existing restaurant (Class A3)

**Advertisement Consent Granted on 21<sup>st</sup> May 2010**

**Decision Notice**  
and  
**Delegated Report**

Mr Aristos Papasavva  
Gigs  
12 Tottenham Street  
London  
W1T 4RE

Application Ref: **2010/1572/A**  
Please ask for: **Hannah Parker**  
Telephone: 020 7974 **6805**

21 May 2010

Dear Sir/Madam

### **DECISION**

Town and Country Planning Act 1990  
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

#### **Advertisement Consent Granted**

Address:  
**12 Tottenham Street**  
**London**  
**W1T 4RE**

Proposal:  
Erection of one internally illuminated fascia sign to the Tottenham Street elevation, along with a projecting non-illuminated hanging sign, and the erection of two internally illuminated fascia signs to the Whitfield Street elevation with and one projecting non-illuminated hanging sign of an existing restaurant (Class A3)

Drawing Nos: G/1272/W1T/001; 002; 003; 004; 005;

The Council has considered your application and decided to grant consent subject to the following condition(s):

#### Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site



or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
  - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
  - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

### **Disclaimer**

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<b>Delegated Report</b> (Members Briefing)		Analysis sheet	Expiry Date:	(1) 21/05/2010 (2) 25/05/2010
		N/A / attached	Consultation Expiry Date:	(1) 11/05/2010 (2) 30/03/2010
<b>Officer</b>		<b>Application Number(s)</b>		
Hannah Parker		(1) 2010/1579/P (2) 2010/1542/A		
<b>Application Address</b>		<b>Drawing Numbers</b>		
12 Tottenham Street London W1T 4RE		See Decision Notice		
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>	
<b>Proposal(s)</b>				
(1) Erection of new shop front to existing restaurant (A3). (2) Erection of one internally illuminated fascia sign to the Tottenham Street elevation, along with a projecting non-illuminated hanging sign, and the erection of two internally illuminated fascia signs to the Whitfield Street elevation with and one projecting non-illuminated hanging sign of an existing restaurant (Class A3)				
<b>Recommendation(s):</b>	(1) Grant Permission (2) Grant Advertising Consent			
<b>Application Type:</b>	Full Planning Permission			

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
<b>Consultations</b>						
Adjoining Occupiers:	No. notified	<b>38</b>	No. of responses	<b>08</b>	No. of objections	<b>03</b>
Summary of consultation responses:	<p>38 neighbours were notified 3 objections were received. A summary of the responses are detailed below;</p> <ul style="list-style-type: none"> <li>• Noise pollution caused by outside seating and takeaway service</li> <li>• Object to full height windows as doors as will cause noise pollution</li> <li>• Works already carried out</li> </ul> <p><i>Councils response</i>  <i>The objections centre around the noise caused by the development. Under this application the use is not being assessed. The comments regarding the outside seating and takeaway service and the additional noise that will be caused through the installation of the new shop front are acknowledged. However, this is a well established business who have had outside seating and a takeaway service for many years. The introduction of the shop front is not considered to add considerably to the noise generated. If noise is a problem the Environmental Health / Noise Nuisance team should be contacted.</i></p> <p>Along with the three objections <b>seven supports</b> have been received which are from local residents who fully support the scheme judging the works which have already completed as a success.</p>					
CAAC/Local groups comments:	<p>Charlotte Street Association</p> <ul style="list-style-type: none"> <li>• Object to the sliding doors and the negative impact on neighbourhood amenity due to concentration of residential properties</li> <li>• Request condition that the doors should only be opened at 12-3pm. Included in the condition should be Sundays and bank holidays (although restaurant doe not open to these days)</li> </ul> <p><i>Council's responses: The objections regarding the noise generated are acknowledged. However, this application is only assessing the signage and the new shop front design. It is not assessing the use of the building as it is a well established business. Imposing conditions would not be appropriate in this instance.</i></p>					



## Site Description

The application site refers to a 4 storey plus attic floor property on the corner of Tottenham Street and Whitfield Street. The application site is located within the Charlotte Street Conservation Area.

## Relevant History

CA/806/A

At 12, Tottenham Street, Camden i) Internally-illuminated fascia sign with red & blue letters to read 'Gigs FISH BAR' on a white background. Length 15', depth 1'6", overall height 11'6" and sited on Whitfield Street frontage. ii) length 12' and sited on Tottenham Street frontage iii) As for i) but red blue & black letters to read 'RESTAURANT & KEBAB HOUSE', Length 5' and sited on splayed corner frontage between Whitfield Street and Tottenham Street. iv) Two internally-illuminated double-sided box signs with red, black and blue letters to read 'FISH BAR & KEBAB HOUSE' on a white background. Projection 3'5", depth 1'6". overall height 11'6". One sited on Tottenham Street frontage and other on the Whitfield Street frontage.  
Granted 25/08/1967

EN09/1101

Installation of new openable shopfront.

2010/1401/A

Installation of internally illuminated fascia sign and internally illuminated projecting box sign to the front elevation of an existing retail unit (Class A1). **Yet to be determined**

2010/1418/P

Alterations to shopfront including installation of new glazing and new door opening to existing retail unit (Class A1). **Yet to be determined**

## Relevant policies

### Replacement Unitary Development Plan 2006

- B1 – General Design Principles
- B4 - Shopfronts, advertisements and signs
- B3- Additions and Extensions
- B7A – Conservation Areas, Character and Appearance
- SD6 – Amenity for occupiers and neighbours

### LDF Core Strategy and Development Policies

*As the draft LDF Core Strategy and Development Policies documents have now been published, they are material planning considerations. However, as a matter of law, limited weight should be attached to them at this stage.*

*CS1 Distribution of Growth*

*CS5 Growth Areas*

*CS14 Promoting high quality places and conserving our heritage*

*CS15 Protecting and improving our parks and open spaces and encouraging biodiversity*

*DP24 Securing High Quality Design*

*DP25 Conserving Camden's heritage*

*DP26 Managing the impact of the development on occupiers and neighbours*

*DP30 Shop fronts*

## Assessment

The application is for the erection of a new shop front and signage. This application retrospective as the works were completed after a fire at the premises in 2009.

Background:

Main Considerations

Impact on host building and the conservation area

- Neighbourhood Amenity
- Public Safety

### **Impact on host building and the conservation area**

**Shopfront:** The remodelling of the shop front is considered acceptable as it keeps aspect of the original shop front details including the stall riser on the Tottenham Street Elevation and part of Whitfield Street elevation. The loss of the stall riser around the entire frontage is considered acceptable as many of the neighbouring properties along Tottenham street have full depth glazing. It would therefore be considered unreasonable for the stall riser to be reinstated around the entire frontage. The introduction of the folding doors on the Whitfield elevation brings a modern element to the shop front design. The works are considered sympathetic to the host building and the conservation area. The overall design and materials (timber) are considered acceptable given the context and location of the proposal.

There is no objection to the retention of the retractable blinds. The works are not considered to not detract from the character and appearance of the host building.

**Signage:**

Camden's planning guidance states that if illumination is proposed in a conservation area, it should be in the form of individually illuminated letters rather than spotlights, lanterns or backlighting.

The main signage is within the form of individually illuminated letters. The simple design is considered to respect the host building and the surrounding conservation area. The projecting signs are modest in scale and design and thereby acceptable.

It should be mentioned that the old signage did not preserve the character and appearance of the conservation area.

A site visit was conducted which showed that part of the existing signage has been illuminated via external methods. This does not form part of the application. An enforcement investigation (see history) is already operational on this property. The applicants have also submitted an email confirming the removal of the external illumination by 14<sup>th</sup> May 2010. The enforcement team will follow this aspect up.

### **Neighbourhood Amenity**

The shop front and signage is considered not to result in a detrimental impact on the current levels of daylight, sunlight or outlook to the neighbouring properties or the flats on the upper floors. It is therefore considered to comply with policy SD6.

### **Public Safety**

Given that the signage is static and is adequately placed above street level and is therefore considered that the signage would have minimal negative impact upon highway safety; both in terms vehicular and pedestrian movements.

**Recommendation**

**Grant Permission**

**Grant Advertising Consent**