

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		28/06/2012	
		N/A / attached		<b>Consultation Expiry Date:</b>		14/06/2012	
<b>Officer</b>				<b>Application Number(s)</b>			
Carlos Martin				1. 2012/0951/P 2. 2012/0919/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
220-224 TOTTENHAM COURT ROAD LONDON W1T 7PZ				Refer to draft 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. Alterations to shopfront entrance area at ground floor level fronting Tottenham Court Road (Class A1). 2. Display of one internally illuminated fascia sign and two internally illuminated projecting signs to front elevation on Tottenham Court Road.							
<b>Recommendation(s):</b>		1. Refuse planning permission and warning of enforcement action to be taken. 2. Part granted/ part refuse advertisement consent and warn of prosecution action to be taken					
<b>Application Type:</b>		Full Planning Permission					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	00	No. of responses	00	No. of objections	00
				No. electronic	00		
<b>Summary of consultation responses:</b>		Press notice published from 24/05/2012 to 14/06/2012. Site notice displayed from 16/05/2012 to 06/06/2012.  No response.					
<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>		Bloomsbury CAAC: Objects on the following grounds:  The submitted visual shows the entrance feature obscuring the existing fascia panel between the pilasters at either side, thus invading the architectural visual structure of the façade, which is cluttered by the proposed banners and projecting signs.  <u>Officer's comments:</u> The submitted visual is not an accurate representation of the proposal, as shown on the submitted drawings; the banners do not form part of the application.					

## Site Description

The application site relates to a four storey late Edwardian/Art-deco period building located on the east side of Tottenham Court Road, within the Bloomsbury Conservation Area. The building forms a large urban block and accommodates retail units at ground floor level. The site is not listed but has been identified as a building that makes a positive contribution to the character and appearance of the conservation areas.

The proposal had already been implemented when a site visit was carried out on 13/06/2012.

## Relevant History

2008/0494/A Refused and appeal dismissed: Display of 6 externally illuminated projecting banner signs above the shopfront at first floor level.

2007/4378/P Granted: Installation of new glazed entrance with two sets of double doors and granite surround to existing retail unit (Class A1).

2007/4392/A Granted: Display of internally illuminated (lettering only) fascia and 4 non-illuminated projecting signs.

## Relevant policies

### NPPF

#### The London Plan

#### 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)

#### Bloomsbury Conservation Area Appraisal

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

## Assessment

### Proposal

The proposed new entrance consist of two side metal panels of approx 4.4m in height and a fascia panel located between them which is approx 3m wide by 1.5m deep. The fascia curves towards the interior of the building, forming a recessed entrance approx 1.8m deep between the front building line and the new set of sliding glazed doors.

### Main planning considerations

The main issues to be considered are:-

- a) the design and impact of the proposal on the appearance of the building and on the character and appearance of the conservation area; and
- b) its compliance with disable access.

### Design and conservation

Policy DP24 states that development should be of the highest standard of design and should consider the character of the existing building. Camden Planning Guidance 1 (CPG1) advises that shopfront alterations should respect the detailed design, materials, colour and architectural features of the existing shopfront and the host building. The proposed new entrance is not considered to sensitively relate to the architectural style of the building. The new fascia sign does not follow the proportions of the existing fascia of the remaining sections of the shopfront, interrupting its rhythm and consistent appearance due to its excessive depth. CPG1 advises that fascias should be of a suitable size and proportion in relation to the building and should not normally extend above the cornice or below the capital as this would upset the overall balance and proportions of a shopfront or parade. This is the case with the proposed new fascia, which extends well below the capitals.

The new entrance detrimentally alters the articulation of the front elevation of the building due to its inappropriate depth which obscures existing architectural features such as the cornice and projecting columns, contrary to CPG1.

In terms of material, CPG1 advises that these should be chosen for their appropriateness to their location and specifies that “traditional materials such as timber, stone and render are the most appropriate for shopfronts in conservation areas. The metal new entrance appears to be at odds with the existing shopfront and the building in general and appears bulky and out of keeping with its character and detailed design.

This part of the Bloomsbury Conservation Area is of a commercial character. The façades are constructed from a variety of traditional materials and embellished with a range of decorative motifs to give visual interest and a distinct character to their public face. The Bloomsbury Conservation Area Appraisal advises that alterations to existing buildings can have a detrimental impact either cumulatively or individually on the character and appearance of the area and cites the use of inappropriate materials, inappropriately detailed doors and windows and inappropriately proportioned shopfront elements as unsympathetic alterations that should be avoided. The proposal does therefore considered harmful to the character and appearance of the building and the conservation area and is contrary to LDF policies which establishes that proposal for alterations to buildings within conservation areas must preserve or enhance the character or appearance of the area.

#### **Disable access**

The new entrance provides levelled access and therefore complies with disable access requirements.

#### **Advertisements**

The proposed new adverts include two internally illuminated projecting sign and one internally illuminated fascia sign. The remaining signs shown on the submitted drawings benefit from deemed consent under class 5 and class 12 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Although illuminated adverts are not generally considered acceptable in conservation areas, no objection is raised to internal illumination at this location in principle. The proposed projecting signs are of a reasonable size and are considered acceptable in terms of proportions and design. It is not considered that these signs would be unduly obtrusive in the street scene or disturb residents or occupiers. The proposed fascia sign, however, for the reasons given above, is considered unacceptable.

#### **Recommendation:**

- a) Refuse planning permission; and
- b) authorise enforcement action.
  
- c) Part grant/ part refuse advertisement consent; and
- d) authorise enforcement action

That the Head of Legal Services be instructed to issue an Enforcement Notice under Section 172 of the Town and Country Planning Act 1990, as amended, and, in the event of non compliance with the Notice, the Head of Legal Services be authorised to commence legal proceedings under Section 179 of the Act or other appropriate power and/or the Director of the Culture and Environment Department be authorised to take direct action under Section 178 of the Act to secure compliance with the Notice.

#### **The Notice shall allege the following breach of planning control:**

Installation of new entrance that incorporates a fascia sign on the front elevation at ground floor level.

#### **The Notice shall require within a period of 6 months of the Notice taking effect:**

Completely remove the unauthorised new entrance and incorporated fascia sign and reinstate the previous entrance.

#### **The Notice shall specify the reason why the Council considers it expedient to issue the notice:**

The new entrance by reasons of the unsympathetic use of materials and its detailed design, is detrimental to the character and appearance of the building, the streetscene and the Bloomsbury Conservation area, contrary to CS14 (Promoting high quality places and conserving our heritage), DP24 (securing high quality design), DP25 (Conserving Camden's Heritage) & DP30 (Shopfronts).

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