

# Delegated Report

Expiry Date:

22/11/2011

## Officer

Rob Tulloch

## Application Number(s)

2011/4879/A

## Application Address

5-7 Tottenham Street  
London  
W1T 2AG

## Application Type

Advertisement Consent

## 1<sup>st</sup> Signature

## 2<sup>nd</sup> Signature (If refusal)

## Conservation

## Recommendation(s)

Grant Advertisement Consent

## Proposal(s)

Display of internally illuminated fascia sign, internally illuminated projecting sign, and installation of awnings.

## Consultations

### Summary of consultation responses:

N/a

## Site Description

The site is a four storey building on the southern side of Tottenham Street. The ground floor is in commercial use with residential above. The site lies within the Charlotte Street Conservation Area and the Central London Area, and is adjacent to the Tottenham Court Road/Charing Cross Road Central London Frontage.

## Relevant History

EN11/0827 Unauthorised use of A1 by hot food outlet <http://www.podfood.co.uk>. Opened 05/09/2011

EN11/0768 Installation of A/C units and change of use. Case opened 12/08/2011 (the change of use complaints are likely to be closed as Enforcement do not consider a change of use to have occurred)

EN10/1169 Two large internally illuminated fascias. Case opened 24/12/2010 (refers to previous signage)

## 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, one internally illuminated projecting box sign and two awnings. The signage has already been installed.

The new fascia features a green aluminium panel measuring 1665mm (w) x 925mm (h) with white acrylic individually internally illuminated text 480mm high. The remainder of the fascia comprises vertical timber strips with 175mm high lettering.

The projecting sign is 800mm in diameter, constructed in green acrylic with white individually internally illuminated text.

Two brown acrylic canvas awnings with white text have been erected side by side beneath the fascia measuring 1500mm (w) x 3760mm (w).

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 adverts do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design. The materials and method of illumination are appropriate for a location adjacent to a designated centre. It is not considered that the signage 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 base of the awning is 2.2m above the pavement, although Camden Planning Guidance recommends a minimum base height of 2.3m, as the awning provides shelter for tables and chairs and would not normally have pedestrians walking underneath, the small difference is considered acceptable. The awning is at least 1.7m away from the kerb edge, which exceeds the 1m recommended by CPG. 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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