

Delegated Report		Analysis sheet		Expiry Date:	21/10/2011		
		N/A / attached		Consultation Expiry Date:	30/09/2011		
Officer			Application Number(s)				
Fergus Freaney			1) 2011/4282/P 2) 2011/4414/A				
Application Address			Drawing Numbers				
39 TOTTENHAM COURT ROAD LONDON W1T 2AR			See decision notice				
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
1) 2011/4282/P - Installation of a new glazed shop-front to an existing bank (Class A2) 2) 2011/4414/A - Display of 3 x internally illuminated projecting signs and 4 x internally illuminated fascia signs to existing bank (Class A2).							
Recommendation(s):		1) Grant Planning Permission 2) Grant Advertisement Consent					
Application Type:		1) Full Planning Permission 2) Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		A site notice was displayed for 21 days from 09/09/2011 – No comments have been received.					
CAAC/Local groups* comments: *Please Specify		The site is not within a conservation area and there are no statutory consultees.					

Site Description

The site is located at the junction of Tottenham Court Road and Percy Street. It comprises a large office building with retail at ground floor level.

The site is not listed, nor is it within a conservation area.

Relevant History

2004/0117/A - Display of 3 internally illuminated projecting signs and 1 halo illuminated fascia sign.
Approved 01/04/2004

Relevant policies

LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth and development

CS14 – Promoting high quality places and conserving our heritage

DP12 – Supporting strong centres and managing the impact of food, drink, entertainment and other town centre uses

DP24 – Securing high quality design

DP26 – Managing the impact of development on occupiers and neighbours

DP28 – Noise and vibration

DP30 – Shopfronts

Camden Planning Guidance 2011

Assessment

Proposal:

Permission is sought for alterations to the shopfront and display of replacement signage.

Assessment:

Shopfront

The proposal would see the existing entrance on the east elevation replaced with a double width automatic door. New glazing would be installed and there would be alterations to the existing ATMs to include new header signs and a nameplate.

On the south elevation the glazing would be replaced.

Internal signage displays would be removed or altered. Existing barriers between the ATMs would be retained.

The proposal is considered to be acceptable. The existing shopfront is modern in appearance with large glazed panes – the proposal would be similar in appearance. The new entrance is wider than the existing and is considered to be acceptable in terms of access.

Signage

The proposal would see fascia signs on each elevation and 3x projecting signs replaced.

The fascia sign on the east and south elevations would span the entire width of the shopfront and would contain 3 halo illuminated 'HSBC' logos on the east elevation and 1 'HSBC' logo on the south elevation. The lettering would be a maximum of 45cm high.

The projecting signs would replace existing signs – 2x on the east elevation and 1x on the south elevation. They would project out by approximately 90cm and be 65cm in height. They would be internally illuminated.

There would be various internal signage displayed within the windows.

The proposed signage is considered to be acceptable, it is similar to existing and the illumination is acceptable considering the site is not within a conservation area and is on Tottenham Court Road which displays a range of advertisement styles.

The signage would have no impact on highway or pedestrian safety, the illuminated fascia and projecting signs would be more than 2m above the pavement. Similarly, there would be no impact on the amenity of adjoining neighbours – the signage replaces illuminated signage of a similar style and is surrounded by illuminated signage on Tottenham Court Road.

Recommendation: 1) Grant Planning Permission; 2) Grant Advertisement Consent

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