

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		12/07/2011	
		N/A / attached		<b>Consultation Expiry Date:</b>		N/A	
<b>Officer</b>				<b>Application Number(s)</b>			
Fergus Freaney				2011/2153/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
229 Tottenham Court Road London W1T 7QG				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>							
Display of 1x internally illuminated fascia sign and 1x internally illuminated projecting sign at ground floor level to shop front (class A1).							
<b>Recommendation(s):</b>		<b>Grant Advertisement Consent</b>					
<b>Application Type:</b>		<b>Advertisement Consent</b>					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	<b>00</b>	No. of responses	<b>00</b>	No. of objections	<b>00</b>
				No. electronic	<b>00</b>		
<b>Summary of consultation responses:</b>		N/A					
<b>CAAC/Local groups* comments:</b> *Please Specify		N/A					

## Site Description

The site is located on the eastern side of Tottenham Court Road. It comprises a large 5 storey building with retail uses at ground floor level. The building has recently been refurbished and restored.

The site is not a listed building, but is within the Bloomsbury Conservation Area

## Relevant History

No relevant history

### Concurrent Applications

2011/2169/P - Installation of new glazed shopfront and double entrance doors at ground floor level.  
*Decision pending.*

## 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

DP24 – Securing high quality design

DP25 – Conserving Camden's heritage

DP26 – Managing the impact of development on occupiers and neighbours

DP30 – Shopfronts

### **Camden Planning Guidance 2011**

### **Bloomsbury Conservation Area Statement**

## Assessment

### **Proposal:**

Permission is sought for the display of 1x internally illuminated fascia sign and 1x internally illuminated projecting sign.

### **Assessment:**

The fascia would measure approximately 9m in length x 0.6m in height x 8cm in depth, it would contain an internally illuminated logo (O2) measuring approximately 35cm in height.

The projecting sign would project 90cm from the face of the building x 61cm in height x 8cm in depth, it would also contain an internally illuminated O2 logo measuring 35cm in height.

The proposed signage is considered to comply with Camden Planning Guidance in that it integrates with the form, fabric, design and scale of the host building/setting.

The illumination on the fascia and projecting would be to the logo only and would be to a level of 540cd/m – given the small size of the illuminated area this is considered to be acceptable. There is also a prevailing character of illuminated signs on Tottenham Court Road, the modest illumination of the O2 logos is not considered to harm the wider Bloomsbury Conservation Area.

The signage would not have a detrimental impact on highway or pedestrian safety or on the amenity of adjoining occupiers – the illuminated sections are modest in size, and the signage is located more than 2.5m above ground level.

### **Recommendation: Grant Advertisement Consent**

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