

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		<b>15/03/2011</b>	
		N/A		<b>Consultation Expiry Date:</b>		N/A	
<b>Officer</b>				<b>Application Number(s)</b>			
Fergus Freeney				2011/0280/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
99 Tottenham Court Road London W1T 4TS				See 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>							
Display of internally illuminated fascia sign (only lettering illuminated), internally illuminated projecting sign (only logo illuminated) and awning.							
<b>Recommendation(s):</b>		<b>Grant Conditional Advertisement Consent</b>					
<b>Application Type:</b>		<b>Advertisement Consent</b>					
<b>Conditions or Reasons for Refusal:</b>		<b>Refer to Draft Decision Notice</b>					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>	No. notified	<b>00</b>	No. of responses No. electronic	<b>00</b> <b>00</b>	No. of objections	<b>00</b>	
<b>Summary of consultation responses:</b>	N/A						
<b>CAAC/Local groups comments:</b>	N/A						
<b>Site Description</b>							
The site is located on the western side of Tottenham Court Road, it comprises a five storey building with retail units at ground floor level and office space above. The site is located within the Central London Frontage area.							
<b>Relevant History</b>							
AS9905060 - The display of an internally illuminated fascia and projecting sign. <i>Approved 07/12/1999</i>							
<b>Relevant policies</b>							
<b>LDF Core Strategy and Development Policies</b> CS5 – Managing the impact of growth and development CS14 – Promoting high quality places and conserving our heritage DP24 – Securing high quality design DP26 – Managing the impact of development on occupiers and neighbours DP30 – Shopfronts  <b>Camden Planning Guidance 2006</b>							
<b>Assessment</b>							
<b>Proposal:</b> Advertisement consent is sought for display of the following: <ul style="list-style-type: none"> <li>- Display of 1 x fascia sign consisting of internally illuminated lettering. The lettering would measure approximately 0.3m in height and would project a maximum of 95mm from the fascia.</li> <li>- Display of 1 x internally illuminated projecting sign, measuring 0.7m in height x 0.9m in width x 0.15m in thickness. The logo of the sign is to be internally illuminated.</li> </ul>							

- Installation of retractable awning displaying the company logo and name. The awning would extend across the entire shopfront and, when fully extended, would project 3m from the fascia. By virtue of its size it would not benefit from deemed consent.

**Assessment:** The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in the determination of advertisement consent applications.

The existing signage consists of internally illuminated individual lettering on the main fascia, with an internally illuminated projecting sign. The proposed fascia and projecting signs would be similar in appearance to the existing with the company name (Coffee Republic) spelt out on the fascia in individual lettering and illuminated with hidden LEDs. The proposed projecting sign would be similar dimensions to the existing and internally illuminated so that just the company logo is lit.

The retractable awning, being of a traditional canvas type and attached between the fascia and shopfront complies with Camden Planning Guidance (2006) and is considered to be acceptable. The company logo would be displayed on the awning in white on a black background. Given the positioning of the logo it is not considered to have a detrimental impact on the appearance of the host building or wider streetscene.

The fascia and projecting signs will not have an impact on the amenity of adjoining occupiers or on highway or public safety, it replaces similar internally illuminated signage and will not be illuminated by a level of more than 350cd/m. The lowest point of the awning will be 2.3m above the pavement and will be more than two metres from the edge of the pavement; this complies with Camden Planning Guidance and is not considered to pose a threat to pedestrian or highway safety.

**Recommendation:** Grant Conditional Advertisement Consent

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