

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		<b>01/12/2010</b>	
		N/A / attached		<b>Consultation Expiry Date:</b>		n/a	
<b>Officer</b>				<b>Application Number(s)</b>			
Fergus Freeney				2010/5338/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
80 - 81 Tottenham Court Road London W1T 4TE				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>							
Relocation of internally illuminated free-standing advertising column to the pavement in front of 80 & 81 Tottenham Court Road.							
<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 on the public highway to the front of 80-81 Tottenham Court Road. It is directly adjacent to the Charlotte Street Conservation Area.

## Relevant History

A9601569 - Display of free standing illuminated advertisement – *Granted 24/06/1997*

2009/1037/P - Installation of telephone kiosk on the public highway. – *Prior approval refused 19/05/2009 (refused on design, safety and security grounds)*

## Relevant policies

### LDF Core Strategy and Development Policies

*CS1 – Distribution of Growth*

*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*

## Assessment

### Proposal:

Advertisement consent is sought for the relocation of an internally illuminated freestanding advertising column. The column is currently located to the front of 82 Tottenham Court Road, this proposal would see it moved approximately 8metres south to the front of 80-81 Tottenham Court Road.

The advertising column measures (H) 5.3metres x (W) 1.4 metres with a canopy extending approximately 1.9metres from the centre.

It is constructed from steel, aluminium and toughened glass and is to be internally illuminated to a level of 450cd/m.

The column can display six posters, four of which will be commercial, two will display Council information.

### Assessment:

As the proposal will involve the relocation of an already existing advertising column there is considered to be little impact in terms of amenity and safety matters. The Council's Transport Planning department was formally consulted on the relocation and confirmed that officers from the engineering and traffic section have no objections to the proposed location.

The illumination level of 450cd/m is considered to be acceptable given the size and location of the signage.

**Recommendation:** Grant Advertisement Consent.

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