

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		24/11/2010	
		N/A / attached		<b>Consultation Expiry Date:</b>		04/11/2010	
<b>Officer</b>				<b>Application Number(s)</b>			
Rob Willis				2010/5060/P 2010/5072/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
64 New Oxford Street London WC1A 1EU				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>							
2010/5060/P: Alteration to shopfront including relocation of door at front elevation and creation of new entrance on the corner elevation to existing shop (Class A1). 2010/5072/A: Display of vinyl logos and two internally illuminated fascia signs on front and side elevations and three internally illuminated projecting sign to front elevation of existing shop (Class A1).							
<b>Recommendation(s):</b>		Grant planning permission Grant advertisement consent					
<b>Application Type:</b>		Full Planning Permission (2010/5060/P) Advertisement Consent (2010/5072/A)					
<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>09</b>	No. of responses	<b>00</b>	No. of objections	<b>00</b>
				No. electronic	<b>00</b>		
<b>Summary of consultation responses:</b>		None received					
<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>		None received					
<b>Site Description</b>							
The application site comprises a four storey commercial building. The site is located on the north side of New Oxford Street, on the corner with Bloomsbury Street. It is not listed, but is located in the Bloomsbury Conservation Area							
The ground floor of the premises is currently vacant, although it was last in use as a computer store (use class A1).							
<b>Relevant History</b>							
2010/5191/TC: Tables and chairs application approved on 11-11-2010 for the provision of 3 Tables and 6 Chairs Monday to Friday 08:00 am until 08:00 pm Saturday to Sunday 09:00 am until 06:00 pm.							

## 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

## Assessment

The proposals seek planning permission and advertisement consent for the following alterations to the existing shopfront:

- Updating of existing shopfront with new doors and glazing;
- Two new internally illuminated fascia signs, above the front entrance and above the side entrance;
- One internally illuminated hanging sign; and
- Two new vinyl mounted logos.

The main issues to be assessed relate to the visual impact of the proposals, impact on amenity and public safety.

## Design

Whilst the application site is located in a conservation area, the host building is considered to be fairly unsightly and uninspiring in appearance.

The existing ground floor includes a front entrance, located to the western end. The windows to the premises are currently blank, as the unit is vacant. The proposals seek to move the front entrance door to the centre of the front elevation, providing new double glazed doors. A new side entrance door would be added on the corner with Bloomsbury Street. The proposed new glazing and glazed doors are considered to be acceptable, are appropriate to the host building and would enhance the appearance of the streetscape by providing a high quality new shopfront.

Whilst the proposals do not include the provision of a stallriser with the alterations, the existing shopfront also does not include a stallriser, and so this is considered to be acceptable.

The fascia sign to the centre of the front elevation, above the entrance doors, would measure 65 cm x 4.7 metres. The fascia above the side entrance door would measure 65cm x 2.87 metres. Both proposed fascias are considered to be located in an appropriate position on the building, and are of an acceptable scale and size given the appearance and proportions of the host building. Both fascia signs would comprise a satin finish metal box with red letters and star logo. As such, only the individual letters would be illuminated.

There are a number of other illuminated fascia signs in the area around the application site. Furthermore, the signs would be located underneath an existing canopy, which would help to reduce their visual impact. Given that the fascia signs would provide individual illumination of the lettering and star logo only, it is considered that they would not harm the character and appearance of the conservation area and are acceptable in terms of visual impact.

The proposed hanging signs would be internally illuminated. Two would be located on the Oxford Street elevation and the other on Bloomsbury St. They would be circular in shape, with a diameter of 60cm, aligned with the front elevation fascia sign, with a minimum height above ground of 2.215 metres. The signs would replace a similarly internally illuminated sign of approx 1mx0.6m (more than twice the surface area of a single proposed sign). The hanging signs would be underneath an existing canopy and would be less visible on the street than the existing. While the guidance seeks to discourage internally illuminated signage it is considered that the signs are a sufficient improvement over the existing and are sufficiently small in size to justify approval.

The new glazing areas would include two new vinyl mounted logos along with vinyl lettering towards the bottom of the windows. This would add to the visual interest of the façade, and would not detract

from the host building.

### **Amenity**

The proposals do not raise any concerns in relation to amenity. The application site is located in a commercial area, and Camden's records indicate that the proposed illuminated signs would not be located opposite any windows to residential premises. In any case, the proposed advertisements would produce a limited amount of illumination, and their location below and existing canopy limits the potential light pollution that would be caused by the proposals.

### **Public safety**

The proposals do not raise any concerns in relation to public safety.

### **Conclusion**

The proposed new doors and glazing are considered to be acceptable design terms, and the proposed fascia signs and logos are considered to be acceptable in relation to amenity and public safety. However, the proposed internally illuminated hanging sign is excessively large, and would cause unacceptable harm to visual amenity and the character and appearance of the conservation area.

### **Recommendation:**

- Grant planning permission for the proposed new doors and glazing
- Grant advertisement consent for proposed signage

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