

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		10/09/2010	
		N/A / attached		<b>Consultation Expiry Date:</b>		10/09/2010	
		<b>Consultation Expiry Date:</b>		17/08/2010		17/08/2010	
<b>Officer</b>				<b>Application Number(s)</b>			
Rob Tulloch				(i) 2010/3727/P (ii) 2010/3741/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
227 - 228 Tottenham Court Road London W1T 7QE				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>							
(i) Alterations to shopfront to existing A2 use. (ii) Erection of 6 internally illuminated fascia signs.							
<b>Recommendation(s):</b>		(i) Grant Planning Permission (ii) Grant advertisement Consent					
<b>Application Type:</b>		(i) Full Planning Permission (ii) Advertisement Consent					
<b>Conditions:</b>		Refer to Draft Decision Notice					
<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>		A site notice was displayed from 20/07/2010. No responses were received.					
<b>CAAC/Local group comments:</b>		Bloomsbury CAAC were notified, but did not comment.					
<b>Site Description</b>							
The site is a six storey office block on the corner of Tottenham Court Road and Store Street. It lies within the Bloomsbury Conservation Area and the Tottenham Court Road Central London Frontage. The application relates to the bank (Class A2) on the corner of the site at 227-228 Tottenham Court Road and 24 Store Street.							

## Relevant History

2009/4601/P Change of use of ground floor and basement (Unit 1) from retail use (Class A1) to a Bank (Class A2). Granted 14/12/2009

2007/3202/P Details of sections and elevations pursuant to condition 2a attached to the planning permission granted subject to a Section 106 Legal Agreement on 21 October 2004 (ref:2004/3201/P) for formation of a four storey rear extension to 10-12 South Crescent behind a retained facade, together with roof extension to existing building at 227 - 233 Tottenham Court Road to accommodate retail (class A1) at ground and basement floor levels and office (class B1) at rear ground and upper floors, and associated external alterations and plant. Granted 23/08/2007

2004/3201/P Formation of a four storey rear extension to 10-12 South Crescent behind a retained facade, together with roof extension to existing building at 227 - 233 Tottenham Court Road to accommodate retail (class A1) at ground and basement floor levels and office (class B1) at rear ground and upper floors, and associated external alterations and plant. Granted subject to a S106 21/10/2004

## Relevant policies

### **Camden Replacement Unitary Development Plan 2006**

B4 Shopfronts, advertisements and signs  
B7 Conservation areas  
SD6 Amenity for occupiers and neighbours

### **Camden Planning Guidance**

### **LDF Core Strategy and Development Policies**

DP25 Conserving Camden's heritage  
DP26 Managing the impact of development on occupiers and neighbours  
DP30 Shopfronts

CS5 Managing the impact of growth and development  
CS14 promoting high quality places and conserving our heritage

*As the draft LDF Core Strategy and Development Policies documents have now been published, they are material planning considerations. However, as a matter of law, limited weight should be attached to them at this stage.*

## Assessment

The application relates to the ground floor A2 unit 227-228 Tottenham Court Road which is on the corner of Store Street and Tottenham Court Road. The unit has three bays on Tottenham Court Road and two bays on Store Street. The main issues are the impact of the proposal on the street scene and conservation area and the amenity and safety issues of the proposed adverts.

### **Shopfront**

The site has recently undergone major refurbishment. As part of the planning permission (2004/3201/P) further details were required of the elevations and approved in 2007 (2007/3202/P), but did not include details of the shopfronts which remained the generic glazed shopfronts of the original application.

The ground floor of the building features black granite and terracotta pilasters with low black stallrisers.

The fascias are also terracotta separated by elaborate corbels. At present the entire ground floor is vacant and the voids in the frontage are boarded up.

The proposal seeks to define the shopfronts of the corner unit by introducing some minor differences. The terracotta strips alongside the central granite columns of the pilasters are to be replaced with black granite to match the main body of the pilasters, and the entrance doors in the leftmost bay on Tottenham Court Road are to be enlarged.

Camden Planning Guidance requires shopfronts to relate to the scale of the building and surrounding facades and respect the design of the building and adjoining shopfronts. The site is within the Tottenham Court Road Central London Frontage which displays a wide variety of shopfronts designs. The proportions of the proposed shopfronts would not change as the proposal largely relates to the glazed element within the frame. The use of granite alongside the existing granite pilasters is a minor alteration that is not considered to harm the appearance of the building.

The double entrance doors in the leftmost bay on the Tottenham Court Road elevation would increase in height from 2.2m to 2.5m and in width from 1.7m to 2.4m. The proposal would retain level access. Although the proposed shopfronts are largely glazed, the design is similar to the previously approved scheme.

The proposed changes are not considered to harm the appearance of the ground floor unit, the host building, street scene or wider conservation area, and are considered to comply with policies B4 and B7 of the UDP and Camden Planning Guidance.

### **Adverts**

Advertisement consent is sought for the display of 6 internally illuminated fascia signs. The fascia signs would sit atop each bay, and the splayed corner, separated by the existing corbels. The fascias would be 2.3m wide x 500mm high with a base height of between 3.2 and 3.4m. They would feature red and white lettering on a blue background. The letters would measure 500mm high and be internally illuminated.

The size, design, location and method of illumination respect the host building and surroundings, and are appropriate for a conservation area in line with Camden Planning Guidance. There are no residential properties nearby that could be affected by the proposed signage.

The location and method of illumination are not considered to pose a hazard for vehicular traffic.

### **Recommendation:**

Grant Planning Permission

Grant Advertisement Consent

### **Disclaimer**

*This is an internet copy for information purposes. If you require a copy of the signed original please contact the Culture and Environment Department on (020) 7974 5613*