

Delegated Report		Analysis sheet		Expiry Date:		28/07/2010	
		N/A / attached		Consultation Expiry Date:		02/06/2010	
Officer				Application Number(s)			
Rob Tulloch				2009/5346/A			
Application Address				Drawing Numbers			
120-122 Tottenham Court Road London W1T 5AP				See decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Replacement of existing fascia and projecting signs with new internally illuminated fascia signs and 2 internally illuminated projecting signs to existing retail unit (Class A1).							
Recommendation(s):		Grant Advertisement Consent					
Application Type:		Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:	No. notified	00	No. of responses	00	No. of objections	00	
			No. electronic	00			
Summary of consultation responses:		No responses received.					
CAAC/Local groups* comments: <small>*Please Specify</small>		No responses received.					
Site Description							
The site is a five storey building at the junction of Tottenham Court Road and Grafton Way. The upper floors are in hotel use (Class C1) and the ground floor is in retail use (Class A1). The site lies within the Fitzroy Square Conservation Area and the Tottenham Court Road Central London Frontage							
Relevant History							
8600451 Alterations to the shopfront. Granted 23/04/1986							

Relevant policies

Replacement Unitary Development Plan 2006

B4 (Shopfronts, advertisements and signs)

Camden Planning Guidance 2006

Advertisements and signs

Shopfronts

LDF Core Strategy and Development Policies

DP30 Shopfronts

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 proposal is for internally illuminated fascia and projecting signs. The main issues are amenity and safety.

Amenity

As the site comprises two units and occupies a corner location there are actually four separate fascias separated by pilasters. The existing fascias are white powder coated aluminium with centrally located internally illuminated lozenge signs. The proposed fascias are blue powder coated aluminium with lozenge signs, text and green crosses.

The first fascia (fascia A) is on the Grafton Way elevation. It measures 1295mm in height, as do all the other proposed fascias, and 6910mm in width, with a centrally located lozenge sign. Only the text within the lozenge would be internally illuminated. There would be non-illuminated text on either side of the lozenge and an internally illuminated green cross to the side.

The second fascia (fascias B, C & D) is on the splayed corner of the site and features an internally illuminated lozenge sign.

The third and fourth fascias are on the Tottenham Court Road frontage and separated by a pilaster. Fascia E is 3607mm wide and features a centrally located internally illuminated green cross, fascia F is 5980mm wide with a centrally located internally illuminated lozenge sign and non-illuminated text on either side.

Two projecting signs are also proposed. They would be located at the far ends of fascias A and F and be in the form of internally illuminated green crosses measuring 595mm by 570mm.

The fascia and projecting signs are the same materials, size, in the same location and use the same type of illumination as the existing signage. The site is within the Fitzroy Square Conservation Area and within the Tottenham Court Road Central London Frontage. There are various styles of advertisement along Tottenham Court Road and the proposed signage, due to its design, context, size, location and method of illumination is not considered to harm the character or appearance of the host building, street scene or wider conservation area, thereby complying with policy B4 (Shopfronts, advertisements and signs) of the UDP and the Camden Planning Guidance 2006.

There are no nearby residential properties that would be affected by the illuminated signage.

Safety

The location, size and method of illumination of the proposed signage are not considered to harm the safety of pedestrians or vehicular traffic.

Recommendation

Grant Advertisement Consent

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