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| Delegated Report | | Analysis sheet | | Expiry Date: | | 01/07/2010 | |
| | | N/A / attached | | Consultation Expiry Date: | | 11/06/2010 | |
| Officer | | | | Application Number(s) | | | |
| Hannah Parker | | | | 2010/1418/P 2010/1401/A | | | |
| Application Address | | | | Drawing Numbers | | | |
| 12A Tottenham Street London W1T 4RE | | | | See Decsion Notice | | | |
| PO 3/4 | Area Team Signature | C&UD | Authorised Officer Signature | | | | |
| | | | | | | | |
| Proposal(s) | | | | | | | |
| Alterations to shopfront including installation of new glazing and new door opening to existing retail unit (Class A1). | | | | | | | |
| Recommendation(s): | | (1) Grant permission (2) Grant Advertising Consent | | | | | |
| Application Type: | | Full Planning Permission | | | | | |
| Conditions or Reasons for Refusal: | | Refer to Draft Decision Notice | | | | | |
| Informatives: | | | | | | | |
| Consultations | | | | | | | |
| Adjoining Occupiers: | | No. notified | 16 | No. of responses | 00 | No. of objections | 00 |
| | | | | No. electronic | 00 | | |
| Summary of consultation responses: | | A site notice was displayed from the 21/05/2010 until the 11/06/2010: No responses to date. | | | | | |
| CAAC/Local groups comments: | | No responses to date. | | | | | |

Site Description

The application site refers to a 4 storey plus attic floor property mid terrace property along Tottenham Street. The application site is located within the Charlotte Street Conservation Area.

Relevant History

2010/1579/P & 2010/1542/A

12 Tottenham Street

Erection of new shop front to existing restaurant (A3). Erection of one internally illuminated fascia sign to the Tottenham Street elevation, along with a projecting non-illuminated hanging sign, and the erection of two internally illuminated fascia signs to the Whitfield Street elevation with and one projecting non-illuminated hanging sign of an existing restaurant (Class A3).

Granted 21/05/2010

8800159

12A Tottenham Street

Installation of new shopfront

Granted 18/05/1988

Relevant policies

Replacement Unitary Development Plan 2006

B1 – General Design Principles

B4 - Shopfronts, advertisements and signs

B3- Additions and Extensions

B7A – Conservation Areas, Character and Appearance

SD6 – Amenity for occupiers and neighbours

LDF Core Strategy and Development Policies

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.

CS1 Distribution of Growth

CS5 Growth Areas

CS14 Promoting high quality places and conserving our heritage

CS15 Protecting and improving our parks and open spaces and encouraging biodiversity

DP24 Securing High Quality Design

DP25 Conserving Camden's heritage

DP26 Managing the impact of the development on occupiers and neighbours

DP30 Shop fronts

Assessment

The application is for the erection of a new shop front and signage.

Main Considerations

- Impact on host building and the conservation area
- Neighbourhood Amenity
- Public Safety

Impact on host building and the conservation area

Shopfront: The shopfront is to be updated. At present the design is two glazed panels with a glass panelled door in the centre of the shopfront. It is proposed to keep the same arrangement but the appearance will be simplified, reading as purely 3 glass sections. The works are considered sympathetic to the host building and the conservation area. The shopfront has already lost its original stallriser so there is no objection to the full length glass. The proposal also sees the loss of the roller shutter which detracts from the character and appearance of the host building and the wider conservation area. This element is encouraged by the Council.

Signage: Camden's planning guidance states that if illumination is proposed in a conservation area, it should be in the form of individually illuminated letters rather than spotlights, lanterns or backlighting.

The main signage is within the form of individually illuminated letters. This will be created through LED lighting behind the letters to create a Halo effect. The simple design is considered to respect the host building and the surrounding conservation area. The projecting sign is modest in scale and design and is illuminated in the same way.

Although located slightly off the main highway route of Tottenham Court road this part of the conservation area is heavily commercialised and it is not unusual for ground floor units to have internally illuminated fascia and projecting signs of various sizes and designs despite being in a conservation area. The size, design and illuminating detailing of the proposed signs would not be out of character with other shopfronts within this part of the conservation area. The signage at no.12 Tottenham Street is of a similar design and method of illumination.

The lettering on the glass shop front will be in the form of internal transfers. Therefore, this lettering is not subject to planning permission or advert consent.

Neighbourhood Amenity

The shop front and signage is considered not to result in a detrimental impact on the current levels of daylight, sunlight or outlook to the neighbouring properties or the flats on the upper floors. It is therefore considered to comply with policy SD6.

Public Safety

Given that the signage is static and is adequately placed above street level and is therefore considered that the signage would have minimal negative impact upon highway safety; both in terms vehicular and pedestrian movements.

Recommendation

Grant Permission

Grant Advertising Consent

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