

Delegated Report		Analysis sheet		Expiry Date:		15/02/2010	
		N/A / attached		Consultation Expiry Date:		21/12/2009	
Officer				Application Number(s)			
Rob Tulloch				2010/0060/A			
Application Address				Drawing Numbers			
264-267 Tottenham Court Road London W1T 7RQ				See decision notice;			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Display of internally illuminated projecting sign.							
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:		None received					
CAAC/Local groups* comments: *Please Specify		None received					

Site Description

The site is a recently completed six storey mixed-use building on the eastern side of Tottenham Court Road, next to the Dominion Theatre. It comprises office and residential use on the upper floors, and 1x retail (A1) unit and 2x restaurant (A3) units on the ground floor. The site lies within the Tottenham Court Road Central London Frontage of the Central London Area and within the Bloomsbury Conservation Area. The building is attached to a grade II listed building to the rear, at 5 Great Russell Street, but the site is not listed in itself.

Relevant History

2004/1953/P Demolition of 264-267 Tottenham Court Road and the redevelopment of the site to provide a six storey building plus basement for retail (Class A1), restaurant (Class A3), office (Class B1) and 7 residential units .Granted 01/10/2004

2007/2268/P Amendments to planning permission dated 30th September 2004 (ref. 2004/1953/P) (for the demolition of 264-267 Tottenham Court Road and the redevelopment of the site to provide a six storey building plus basement for retail (Class A1), restaurant (Class A3), office (Class B1) and 7 residential units). Granted 18/10/2007

2009/0613/A (265 Tottenham Court Road) Display of 3 internally illuminated fascia signs and 1 externally illuminated projecting sign to the front facade of the restaurant. Granted 16/03/2009.

2009/3392/A Display of externally illuminated projecting sign and internally illuminated brass menu case on Tottenham Court Road frontage to existing restaurant (Class A3). Granted 21/10/2009

2009/2402/P Amendments to planning permission for the demolition of 264-267 Tottenham Court Road and the redevelopment of the site to provide a six storey building plus basement for retail (Class A1), restaurant (Class A3), office (Class B1) and 7 residential units [application ref. 2004/1953 and subsequent amendments to 2007/2268/P] to permit change of use of the approved retail unit to A3 restaurant use. Granted subject to a Section 106 Legal Agreement.

Relevant policies

Camden Replacement Unitary Development Plan 2006

B4 (Advertisements and signs)

B7 (Conservation Areas)

Camden Planning Guidance (2006)

Advertisements

Assessment

The proposal is for an internally illuminated projecting sign to a restaurant at ground floor level. Consent was granted for an externally illuminated projecting sign on 21/10/2009, the difference with this application is the method of illumination and the size of the proposed sign.

Amenity

The approved projecting sign was 600mm x 600mm with a total projection from the street frontage of 750mm. It was to be fixed below fascia level height, in co-ordination with a recently approved signage at no. 265 Tottenham Court Road. The height was considered acceptable due to the large scale of the ground floor level with exceptionally high fascia level.

The proposed projecting sign would be 700mm x 700mm, projecting from the frontage by 785mm, and in the same position, 2.4 metres above ground at base level. This is a modest increase in size that would not have a detrimental effect on the building, street scene or conservation area.

The previously approved projecting sign incorporated external trough lights, the proposed sign has internally illuminated letters which are the preferred method of illumination in conservation areas. The luminance level is 350 cd/m².

There are no residential properties close enough to the sign to be affected by it.

Safety

The size, location and method of illumination are not considered to cause a hazard to road traffic or the safety or movement of pedestrians.

Therefore it is considered that the proposed sign would not harm to the character and appearance of the building, street scene or Bloomsbury Conservation Area and would comply with policies B4 and B7 of the Camden Replacement Unitary Development Plan 2006.

Recommendation

Grant Advertisement Consent

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