

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		<b>04/12/2009</b>	
		N/A		<b>Consultation Expiry Date:</b>		N/A	
<b>Officer</b>				<b>Application Number(s)</b>			
Tania Skelli-Yaoz				(1) 2009/4330/A (2) 2009/4044/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
164 - 168 Tottenham Court Road London W1T 7JE				See decision notices			
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>				
<b>Proposal(s)</b>							
(1) Display of three new internally illuminated fascia signs, two externally illuminated projecting signs and two replacement signs above existing ATMs to Bank (Class A2) (2) Display of three externally illuminated fascia signs, two externally illuminated projecting signs to both elevations and replacement signs above existing ATMs to Bank (Class A2).							
<b>Recommendation(s):</b>		<b>Grant advertisement consent</b>					
<b>Application Type:</b>		<b>Advertisement Consent</b>					
<b>Conditions:</b>		<b>Refer to Draft Decision Notice</b>					
<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>	n/a						
<b>CAAC/Local groups* comments:</b>	None received						
<b>Site Description</b>							
The application site is a shop frontage on the ground floor elevation on the corner of Tottenham Court Road with University Street. The shop lies within a designated Central London frontage. It is not listed and not within a CA. The unit lies within a busy established parade of existing shops with surrounding mixed uses. The unit is used as a Bank and the replacement advertisements form part of a national re-branding exercise.							
<b>Relevant History</b>							
<b>2005/1530/A</b> Display of externally illuminated fascia signs on the Tottenham Court Road and University Street elevations and projecting signs at both elevations. Granted 10/06/2005.							
<b>Relevant policies</b>							
Replacement UDP 2006 - B4 Camden Planning Guidance 2006 - Section 43 [Advertisements]							
<b>Assessment</b>							
Permission is sought for the display of 3 fascia signs (1 to University Street elevation and 2 to Tottenham Court Road elevation); 2 externally illuminated projecting signs (1 on corner and one on TCR elevation); 2 replacement non-illuminated signs above existing ATMs and minor letter box signs.  2 applications are considered in this report; they only differ insofar as one proposal to include externally [trough] illuminated fascia signs and the other with internal illumination.  Both proposals are considered similar to the existing advertisement displays on site. The site is not in a CA and not adjacent to any listed buildings. Whilst external illumination is normally encouraged; given the above and the existing mixed commercial character of this busy frontage both proposals are considered acceptable and not detrimental to the host building or its surroundings.  There are no public safety or amenity concerns as a result of these applications - accordingly, it is recommended to grant advertisement consent.							

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