

Delegated Report		Analysis sheet		Expiry Date:		23/06/2009	
		N/A		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
Jenny Fisher				2009/2071/A			
Application Address				Drawing Numbers			
Units 6-7 6 - 17 Tottenham Court Road London W1T 1BL				Refer to draft decision notice.			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Display of an internally illuminated projecting sign to bank (Class A2).							
Recommendation(s):		Grant conditional 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:		N/A					
CAAC/Local groups comments:		N/A					

Site Description

6-17 Tottenham Court Road is a mixed use development comprising units for retail and financial and professional services and offices on the west side of the street at the junction with Hanway Street. Units 6-7 are to be occupied by Barclays Bank (Class A2). Use as Class A2 was granted in October 2008 (see below). The building is not located, but the site is located within the Bloomsbury Conservation Area.

Relevant History

November 2008 (2008/4261/A) Advertisement consent to display internally illuminated sign and projecting sign at fascia level, display of internally illuminated sign at second floor level and display of signage around the proposed ATM machine.

November 2008 (2008/4203/P) Planning permission for installation of an ATM within the shopfront.

October 2008 (2008/3659/P) Planning permission granted for change of use of retail unit (Class A1) at ground and first floor to financial and professional services (Class A2).

July 2007 (2007/2767/A) Advertisement consent granted for display of internally illuminated fascia sign and internally illuminated projecting sign on the corner frontage of existing Class A1 (Retail) unit.

Relevant policies

Set out below are the UDP policies that the proposals have primarily been assessed against. However, it should be noted that recommendations are based on assessment of the proposals against the development plan taken as a whole together with other material considerations

Camden Unitary Development Plan (2006)

S1/S2 Sustainable development

SD6 Amenity for occupiers and neighbours

SD7A Light pollution

B1 General design principles

B4B Advertisements and signs

B7 Conservation Areas

Camden Planning Guidance (2006)

Bloomsbury Conservation Area Statement 1998

Assessment

Proposal: The display of a projecting sign with logo on the Tottenham Court Road elevation. The sign would be to the left of the main entrance on the front elevation. The lowest edge would be 3.2m above ground. The sign is circular 770mm in diameter, projecting 850mm from the building. It would be internally illuminated. The sign would comprise an eagle logo with dark blue surround, attached to the building by a small stainless steel plate and bracket. Only the eagle logo would be illuminated.

Advertisement consent was granted in 2008 for a projecting sign in this location. The approved projecting sign was an internally illuminated rectangular sign 450mm high and projecting 1000mm from the face of the building.

Assessment: UDP Policy B4 states that the Council will not grant permission for advertisements and signs that it considers would cause harm to public safety, visual amenity and the character and appearance of Conservation Areas. The UDP states that internally illuminated signs can often be harmful to a Conservation Area. The acceptability of an internally illuminated projecting sign of this size and in this position has been established by the previous consent (03/11/2008). The sign currently proposed would not be unduly prominent and would not have a detrimental impact on the appearance of the building or the character and appearance of the conservation area. The extent of illumination proposed is considered acceptable as only the logo would be illuminated, and the degree of illumination would be modest.

The proposed sign has only modest illumination and is not adjacent to any residential properties. It is considered that it would not harm residential amenity in terms of light pollution or provide a distraction to drivers.

Recommendation: Grant conditional advertisement consent.

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