

Delegated Report		Analysis sheet		Expiry Date:		16/03/2009	
		N/A		Consultation Expiry Date:		N/A	
Officer				Application Number			
John Sheehy				2009/0613/A			
Application Address				Drawing Numbers			
Unit C 265 Tottenham Court Road London W1T 7RQ				Refer to draft decision			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal							
Display of 3 x internally illuminated fascia box signs and 1 x internally illuminated projecting sign to front facade of existing restaurant.							
Recommendation:		Grant conditional permission					
Application Type:		Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	0	No. of responses	0	No. of objections	0
				No. electronic	0		
Summary of consultation responses:		N/A					
CAAC/Local groups comments:		No comments from the Conservation Area committee or any local groups received to date.					

Site Description

The application site is located on the eastern side of Tottenham Court Road. The site is a ground floor commercial unit within a mixed-use office, residential and retail development currently under construction.

The unit is made up of three bays with doors at either side and a display window in the central bay.

The site is located within Bloomsbury Conservation Area.

Relevant History

October 2004 Planning Permission and Conservation Area consent granted for 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, refs. 2004/1953/P and 2004/1891/P.

Relevant policies

Camden Unitary Development Plan (2006)

B4(B) Advertisements and signs

B7 Conservation Areas

Camden Planning Guidance (2006)

Section 2 Advertisements and signs

Assessment

Proposal: the display of:

- Two internally-illuminated box signs suspended internally at fascia level, behind the entrance doors;
- A sign at fascia level on the central bay made up of red neon tube lettering on an aluminium background; and
- One externally-illuminated projecting sign. The sign would measure 900mm (W), 650mm (H), and 60mm (in thickness). The sign would be illuminated via trough lights on both sides.

Assessment:

UDP Policy B4 states that the Council will not grant permission for advertisements and signs that it considers to 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. Camden Planning Guidance states that if illuminated signage is proposed in a Conservation Area it should be in the form of individually illuminated letters.

Fascia Signs

In terms of size and location, the fascia signs at the entrance doors are considered to be visually appropriate in their context and not unduly dominant. They would be set 0.9m behind the doors and 1.4m behind the street frontage. While box signs are normally discouraged by Camden Planning Guidance, these are sufficiently set back from the entrance doors and the street frontage to be acceptable in terms of their impact on the appearance of the host building and the Conservation Area. Furthermore, the lettering on these signs would be set against a wood grain effect background and the signs would not appear excessively illuminated.

The fascia sign to the central bay would be made up of red neon tube lettering on an aluminium background. Only the individual letters would be illuminated. These letters are considered to be of an appropriate scale for the host building and would not result in an excessive amount of illumination.

Projecting Sign

The proposed projecting sign would be 0.9m in width and the total projection from the street frontage would be 1.05m. While the Council would look more favourably on a smaller sign with individually illuminated letters rather than trough lights, the projecting sign is not considered to be sufficiently detrimental to the character and appearance of the building, streetscene and Bloomsbury Conservation Area to justify refusal of the application.

The signs are not considered to cause harm to residential amenity.

Recommendation:

Grant conditional Advertisement Consent.

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