

Delegated Report		Analysis sheet		Expiry Date:		05/02/2008	
		N/A / attached		Consultation Expiry Date:		13/02/2008	
Officer				Application Number(s)			
Sharon O Connell				2007/3250/P 2007/4288/A			
Application Address				Drawing Numbers			
20 Tottenham Court Road London W1T 1BW				See decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
1) Installation of a new shop front and relocation of four air conditioning units to rear of shop. 2) Display of internally illuminated fascia signs to retail shop.							
Recommendation(s):		1) Grant Planning Permission 2) Grant Advertisement Consent					
Application Type:		Full Planning Permission					
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:		Site notice erected 23/01/2008 expired 13/02/2008					
CAAC/Local groups* comments: <small>*Please Specify</small>		No response from Charlotte Street Association.					
Site Description							
The applications relate to the ground and first floor retail unit at 20 Tottenham Court Road. The proposed a/c units are on the rear elevation of the building facing onto the rear access road. The property is not listed and is not within a conservation area.							
Relevant History							
N/A							

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.

London Borough of Camden Unitary Development Plan 2006

S1/S2 Sustainable Development

SD1 Quality of life

SD6 Amenity for occupiers and neighbours

SD7 Light, noise and vibration pollution

SD8 Disturbance

B1 General Design Principles

B3 Alterations and extensions

B4 Shopfronts, advertisements and signs

Appendix 1 Noise and Vibration

Camden Planning Guidance 2006

Assessment

Design

Shopfront

The existing shopfront consists of two large glazed windows with a set of glazed double doors. The proposed shopfront is also largely glazed and has double glazed doors. It also has a blue glazing panel adjacent to the double doors. Above the shopfront is clear glazing with applied translucent film. The surrounding shopfronts are of a similar style with none having traditional shopfronts. It is considered that the proposed shopfront within the context of the existing shopfronts is acceptable in design terms.

A/C Units

The proposed a/c units are located on the rear of the building, which faces onto a laneway. The rear of the building is used for servicing the existing shops and has a number of existing a/c units. It is considered that the proposed units will not have a detrimental impact on the appearance of the rear of the building and are acceptable in design terms.

Access

The proposed shopfront has a level access to meet DDA requirements and in compliance with Policy SD1.

Amenity/Noise

The acoustic report submitted with the application demonstrates that the a/c units can operate within the planning noise conditions between the hours of 09:00 and 19:00. It is therefore recommended that in addition to the standard noise condition, a condition stating that the a/c units shall not be operated between the hours of 19:00 and 09:00 be added to the decision notice.

Subject to these conditions the proposed units will not result in a detrimental impact on the amenity of surrounding residential units.

Advertisement

The application relates to two white painted metal fascia signs each with internally illuminated letters. The non illuminated Samsung sign with the blue glazing panel adjacent to the doors is considered to have deemed consent under Class 5 of the Town and Country Planning (Control of Advertisements) Regulations 2007.

The regulations only permits the Council to consider amenity and public safety when determining applications for advertisement consent. The proposed advertisements as detailed above are internally illuminated. The site is within a row of shops, which have illuminated signs. In addition they are set back from the road and the illumination is not intermittent so they do not result in any public safety issues. As the site is not within a conservation area and there are a number of examples of similar signs they are considered to be of an acceptable design and do not harm the overall appearance of the building or the streetscene.

Recommendation:

- 1) Grant Planning Permission subject to conditions
- 2) Grant Advertisement Consent subject to conditions

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