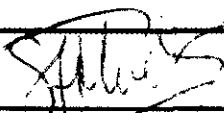


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LONDON BOROUGH OF CAMDEN

REPORT FOR DECISION UNDER DELEGATED POWERS

Officer:- DAVJ.	Application Number(s):- (i) PS9704679 (ii) AS9704680
Application Address 102 Charing Cross Road WC2.	Drawing Numbers 0298/13, 14 0187/2/D
Signature - Area Team:- 	Signature Authorising Officer:- AMH 1/9

SITE DESCRIPTION:-

Premises are part of large mixed development constructed in 1970s/80's with retail A3 on GF and offices over. Proposals affect northern part on GF bounded by Charing X Rd, Phoenix St + Stacey, St. Proposals from Blackwell's, the bookshop who have large store on the site.

PROPOSAL:- i) - Alterations to the ground floor elevation comprising the installation of fixed shopfront glazing and new corner entrance doors.

ii) The display of new, internally illuminated fascia signs and projecting signs on the Charing Cross Road and Phoenix Street elevations.

RELEVANT HISTORY:-

None relevant

RELEVANT POLICIES:-

Borough Plan - **VD19** - Shopfronts. - need to be sympathetic to surroundings.

VD34 - advertisements.

UDP - **EN62** - shopfronts.

EN64 - adverts.

Others -

CONSULTATIONS:-

Adjoining Occupiers	Number Notified	No. of Responses	No. of Objections
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CAAC/Local Groups Comments:-

Summary of Consultation Response:-

Site notice - no replies

ASSESSMENT:-

No. 102 is a small unit on corner of Charing Cross Road + Phoenix St. currently used as a cafe. (A3) Blackwells propose to take it over for retail use, which does not need pp.

Proposed external alterations comprise the ~~at~~ installation of new metal + glass shop front panels to replace existing opening door panels + the formation of a new entrance on the corner. New signage is proposed comprising ^{one} internally illuminated fascia + projecting sign on each frontage. Details of all alterations match those already existing in respect of the existing Blackwells store and are acceptable.

There are concurrent applications for alterations to No. 100 Charing Cross Road.

RECOMMENDATION:-

~~Refuse for the following reasons:-~~

~~Approve subject to the following conditions:-~~

Conditions/Reasons for Refusal :-

- i) Grant planning permission . FP PJ .
- ii) Grant advertisement consent ADC AS .

Reasons for Conditions:-

Informatives:-