

Delegated Report		Analysis sheet		Expiry Date:		25/09/2006	
		N/A / attached		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
Elaine Quigley				(i) 2006/3282/P (ii) 2006/3285/A			
Application Address				Drawing Numbers			
134 Tottenham Court Road London W1P 9HP							
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		Date:		
Proposal(s)							
(i) Alterations to shopfront of the the ground floor restaurant (Class A3) involving replacement of existing Travertine stallriser with black granite stallriser. (ii) Display of a 4x halo illuminated fascia signage and 2x projecting signs to the ground floor restaurant (Class A3).							
Recommendation(s):		(i) To grant planning permission subject to conditions (ii) To grant advertisement consent subject to conditions					
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
Summary of consultation responses:		No letters of objection received as a result of the display of a site notice (expired 01/09/2006)					
CAAC/Local groups* comments: <small>*Please Specify</small>		<u>Conservation and Urban Design (Surgery):</u> As the restaurant has a double frontage the installation of two projecting signs would be considered acceptable. Although the adjoining property along Tottenham Court Road has a fascia sign in a similar position to the new projecting sign, it would not be considered to add to clutter within the conservation area and would be considered acceptable.					

Site Description

The site is located on the junction of Tottenham Court Road and Warren Street and is occupied by a four storey building that comprises McDonalds restaurant on the ground floor with commercial premises above. The property is surrounded by a mix of commercial and residential properties. It is within the Bloomsbury Conservation Area, and is within the Central London frontage.

Relevant History

ASX0104300

Advertisement consent was refused on 08/05/2001 for the display of one internally illuminated projecting sign measuring 1100mm x 800mm. The sign was considered to relate poorly to the character and design of the building and have a detrimental to the character and appearance of the Bloomsbury Conservation Area.

Relevant policies

Set out below are the UDP policies that the proposals have primarily been assessed against, together with officers' view as to whether or not each policy listed has been complied with. 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.

Adopted UDP 2006

S1 and S2 'Strategic policies', SD6 'Amenity for occupiers and neighbours', B1 'General design principles', B4 'Shopfronts, adverts and signs', B3 'Alterations and extensions', B7 'Conservation areas'.

Supplementary Planning Guidance 2002

2.9 'Shopfronts', 3.6 'Advertisements'.

Camden Planning Guidance Consultation Draft 2006

'Advertisements and signs'

Assessment

Planning permission is sought for the installation of new black granite tiles to the existing stallriser that would measure 0.4m at its highest depth. This would be installed along the full length of the shopfront extending along Tottenham Court Road and Warren Street. The glazing above the main corner entrance would be painted white in colour and would include the installation of the letter 'M' that would be in gold.

Advertisement consent is sought for the display of two projecting signs with back-lit letter 'M', the installation of the letter 'M' that would be back-lit above the main entrance door and installation of new fascia signs. The fascia signs and projecting signs would be installed on the Tottenham Court Road elevation and on Warren Street. The new fascia signs would replace the old corporate logo of red background background with white lettering with the new corporate logo. The fascia would include a grey background with white lettering detailing the company name. The lettering and the red underline would be back-lit. The projecting signs would incorporate the grey background with the golden letter 'M' back-lit. The signs would measure 0.7m depth by 0.8m in height and would be positioned at at each end of the shop unit at fascia level.

The main issues to consider as part of the application area:

- The impact of the proposal on the character and appearance of the building
- The impact of the proposal on the character and appearance of the conservation area
- The impact of the proposal on road safety.

Character and appearance of the building

(i) Stallriser

The installation of new black granite tiles along the stallriser would respect the proportions of the

shopfront and would be acceptable in terms of the impact on the character and appearance of the building.

(ii) Adverts

The proposed new fascia signs and projecting signs would be displayed at the appropriate level and would not obscure the columns or any other architectural features of the building. They would have a satisfactory visual appearance within the shopfront. The size, scale and design of the signs would be considered acceptable.

Character and appearance of the conservation area

(iii) Stallriser

The new granite tiles would not have a harmful impact on the character and appearance of the conservation area.

(iv) Adverts

The method of illumination for the fascia and projecting signs would be restricted to the individual lettering ('McDonalds' and 'M' and the underline of the McDonalds). This would be back-lit and would be considered an acceptable method of illumination within the conservation area.

Given that the shopfront is double fronted the installation of two projecting signs, one on each elevation, would be considered acceptable. The projecting sign on the Tottenham Court Road elevation would be in close proximity to fascia signs on the adjoining commercial property. The location of the new projecting sign would result in part of the adjoining projecting signs being obscured. On balance, the location of the projecting sign on the Tottenham Court Road elevation would not add to the visual clutter when viewed from longer views within the conservation area and would be considered acceptable.

Public safety

The proposed signage would not obscure any traffic signs and would not disrupt the free flow of pedestrian movement. It would be considered acceptable in terms of highway safety.

Conclusion

The proposed signage and alterations to the shopfront would be considered acceptable in terms of the size, scale, and design in relation to the character and appearance of the building, the conservation area and public safety and would be recommended for approval.

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