

Delegated Report		Analysis sheet		Expiry Date:		20/09/2006	
				Consultation Expiry Date:			
Officer				Application Number(s)			
Jenny Fisher				2006/3433/A			
Application Address				Drawing Numbers			
68 Tottenham Court Road London W1T 2BB							
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		Date:		
Proposal(s)							
Display of an externally illuminated fascia sign, 2 x non-illuminated painted signs at first floor level and 2 x flag advertisements at roof parapet level.							
Recommendation(s):		Part approve advertisement consent with conditions and part refuse					
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
Summary of consultation responses:							
CAAC/Local groups* comments: <small>*Please Specify</small>		<u>The Charlotte Street Association</u> There is an objection to the proposed non-illuminated vertical signs at 1st floor level, as they will hide the stonework and be detrimental to the character of this fine Edwardian façade in the Conservation Area. It also seems unnecessary duplication as the ground floor fascia already has the name in large letters. It should be noted that this building is similar in style and next to 64 –67 Tottenham Court Road, which is a listed building. Thus in urban streetscape terms, it is important that the integrity of the façade is retained, which is within the Charlotte Street Conservation Area. <u>Officer comment</u> Agree with The Association					

Site Description

The Church of Scientology occupies a building within a terrace located on the west side of Tottenham Court Road facing Chenies Street. It comprises a building with a basement, ground, and 5 floors over fronting Tottenham Court Road and an annex to the rear linked to the main building at basement and ground floor level with a small gap between the two at first and second floor levels. Entrance into the building is via a door way to the side of the ground floor shop front.

The building is situated within the Charlotte Street Conservation Area and is currently undergoing extensive refurbishment.

Immediately adjacent, (65 –67 Tottenham Court Road) is a grade 11 listed building.

Relevant History

13/03/2001 ASX0005416 110 – 113 Tottenham Court Road **refused** The display of two projecting banner signs on the Tottenham Court Road elevation between first and second floor level.

Reason:

The proposed banners would be contrary to the Council's policy for the control of advertisements. They would have a detrimental effect on the appearance of the building and be an obtrusive feature of the wider street scene. In this respect they are contrary to the Council's Unitary Development Plan policy EN64 and Supplementary Planning Guidance (para.9.4).

Appeal dismissed 23/07/2001

11/01/2000 AS9905215 11 – 13 Bayley Street **refused** The display of three Banner Signs (900mm x 5000mm) at first floor level of the Tottenham Court Road frontage.

Reason:

The proposed banners would be contrary to the Council's policy for the control of advertisements within the Bloomsbury Conservation Area. They would have a detrimental effect on the appearance of the building and on the character and appearance of the Conservation Area. In this respect they are contrary to policies EN33 and EN64 of the emerging Unitary Development Plan.

Appeal dismissed 26/04/2000

220-224 Tottenham Court Road ASX0105106 Application refused 01/11/2001

Erection of 6 No. banner signs on the Tottenham Court Road external elevation

Reason:

The proposed banners by virtue of their number, repetition, position in relation to the fascia and materials, would result in a visual clutter on this building, to the detriment of the character and appearance of the Bloomsbury Conservation Area and harmful to the detailed design of the existing shop front. The proposal is therefore considered to be contrary to policies EN30, EN31 and EN34.

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.

Replacement UDP B1; B4B; B6; B7

SPG 2.9 Signs

Charlotte Street Conservation Area Statement

Assessment

Flags would be affixed to each of the two poles placed on the roof. Each pole would be 4.6m. in height above the roof parapet.

Raised motifs proposed for application to the front elevation above first floor windows do not require pp or ad consent

A timber sign 3m (height) x 0.7m. (width) would be affixed at each end of the front of the building at first floor level. The use of the building would be advertised on each sign.

At the same height as the bottom sill level of first floor windows 5 swan neck light fittings would be installed to illuminate the fascia panel. The size of the fascia sign would be as existing.

The advertisements proposed and described above have been considered in the light of replacement UDP policies and comments made by Planning Inspectors considering appeals following the refusal of advertisement consent to display high level advertisements on other premises along Tottenham Court Road.

The fascia panel would be the same size as existing, the method of external illumination is considered acceptable.

The Planning Inspector (AS9905215) considered that the siting of three banner signs at first floor level, giving them a long range visibility along Tottenham Court Road, would not enhance the character of the Conservation Area, but would stand out as unduly intrusive features in the street scene. They would be seen above the more overt ground floor level of commercial activity in the vicinity. The Planning Inspector (ASX0005416) also commented that signage and commercial activity is generally confined to ground floor and fascia level. The Inspector also considered that the existence of other high level ads, the legal status of which is unclear, does not justify allowing others that would be visually harmful.

Buildings either side of the site are considered relevant in this case. No. 65-67 is a grade II listed building with a particularly attractive roof. It is considered that the high level flags proposed would detract from views of the roof, as a consequence the setting of a listed building would be harmed and the proposal would be contrary to B6. On the building to the other side of the application site (No. 69) a sign is affixed to the building between first and second floor windows. The ad. has been in place for some time, the building is of poor architectural quality compared with the fine Edwardian façade of the application building, and since it is considered that the first floor signs have an adverse impact on the appearance of the application building, the fact that No. 69 has a high level sign does not justify approval for two on No. 68.

It is considered that the first floor signs proposed would be contrary to policy B1 which requires development to respect site and setting; seek to improve attractiveness of an area and not harm its appearance; provision of visually interesting frontages at street level; impact on views and skylines.

B4 states that the Council will consider the merits of existing architectural character; B4B that the Council will not grant consent for advertisements and signs that it considers cause harm to visual amenity and character and appearance of a conservation area. In addition the Council will consider position, size and cumulative effects of advertisements and signs. It is considered that the flags advertisements at roof level and the large advert panels either side of the building at first floor level would be contrary to B4. They would also be contrary to B7 because approval would cause harm to the character and appearance of this part of the conservation area.

Recommend:

Consent for externally illuminated fascia sign and refuse first floor signs and flags.

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