

<b>Delegated Report</b>			<b>Expiry Date:</b>	<b>03/10/2014</b>
<b>Officer</b>		<b>Application Number(s)</b>		
Tessa Craig		2014/5155/A		
<b>Application Address</b>		<b>Application Type</b>		
Odeon Cinema 30 Tottenham Court Road London W1T 1BX		Advertisement Consent		
<b>1<sup>st</sup> Signature</b>	<b>2<sup>nd</sup> Signature (If refusal)</b>	<b>Conservation</b>	<b>Recommendation(s)</b>	
			Grant Advertisement Consent	
<b>Proposal(s)</b>				
2 internally illuminated signs				
<b>Consultations</b>				
<b>Summary of consultation responses:</b>		n/a		
<b>Site Description</b>				
<p>The application site is located on Tottenham Court Road; it is bound to the rear by Gresse Street and is intersected by Stephen Street. The site comprises two blocks built as a single development in the 1960s. These blocks are linked by a single-storey flat-roofed element which makes up the building edge along Stephen Street. The buildings range in height from 5 to 14 storeys with two levels of basement providing a service yard and car parking association with the office floors. The subject property is the Odeon cinema at ground floor level.</p> <p>The property is not listed, is not located within a conservation area but is located between the boundaries of the Bloomsbury and Charlotte Street Conservation Areas and is not a non-designated heritage asset.</p>				
<b>Relevant History</b>				
None.				
<b>Relevant policies</b>				
<b>LDF Core Strategy and Development Policies</b>				
CS5 – Managing the impact of growth				
CS14 – Promoting high quality places and conserving our heritage				
DP24 – Securing high quality design				
DP25 – Conserving Camden’s Heritage				
DP26 – Managing the impact of development on occupiers and neighbours				
<b>Town and Country Planning (Control of Advertisements) (England) Regulations 2007</b>				
<b>Camden Planning Guidance 2011 (as amended)</b>				

## **Assessment**

### **Proposal**

The application relates to two signs on a south facing elevation in the recessed part of the building. The proposed signs are to be 1.095m wide, 1.850m high and 0.105m deep and start at 0.4m above ground level with a 0.8m gap between the two. The signs are internally illuminated poster boxes which will have florescent tubes behind the movie posters to illuminate the box.

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

### **Amenity**

The signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design.

It is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers, being located in the recessed part of the building.

### **Public Safety**

The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

### **Recommendation:**

The proposed adverts are in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.