

Delegated Report		Analysis sheet		Expiry Date:		04/08/2014	
		N/A / attached		Consultation Expiry Date:		10/07/2014	
Officer				Application Number(s)			
Obote Hope				2014/3539/A			
Application Address				Drawing Numbers			
Starbucks Coffee 77 Tottenham Court Road London W1T 2HQ				Refer to decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
The display of 2 x externally illuminated fascia signs and 2 x internally illuminated hanging signs.							
Recommendation(s):		Grant Advertisement Consent					
Application Type:		Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	14	No. of responses	0	No. of objections	0
				No. electronic	0		
Summary of consultation responses:		N/A					
CAAC/Local groups comments:		N/A					

Site Description

The application site is located on the on the corner of Tottenham Court Road between Tottenham Street.

The building is not listed but is located within the Charlotte Street Conservation Area and is located on a central London frontage.

Relevant History

2003/0558/P: Installation of new shopfront. Granted 01/08/2003.

2003/0557/A: Display of internally illuminated individual lettering on fascia on both frontages and 2 x projecting signs, one on each frontage. Granted 01/08/2003.

8501083: The installation of a new shopfront with canopy and formation of new entrance to the basement betting office. Granted 18/09/1985.

Relevant policies

National and Regional Policy

National Planning Policy Framework (2012)

London Plan (2011)

Relevant Policies in Camden Core Strategy

CS1 – Distribution of growth

CS5 – Managing the impact of growth and development

CS14 – Promoting high quality places and conserving our heritage

Relevant Policies in Camden Development Policies

DP24 – Securing high quality design

DP25 – Conserving Camden's heritage

DP26 – Managing the impact of development on occupiers and neighbours

DP29 – Improving Access

DP30- Shopfronts

Camden Planning Guidance 2013

CPG1 (Design)

CPG6 (Amenity)

Charlotte Street conservation area appraisal and management strategy 2008

The Town and Country Planning (Control of Advertisements) Regulations 2007

Assessment

1.0 Proposal

1.1 The application to display advertisement consent relates to the ground floor of a three storey building, the shopfront splays around the corner with Tottenham Street.

1.2 The application proposed the display of 2 x externally illuminated halo fascia signs and 2 x externally illuminated projecting signs located to the front and side elevation at ground floor level. There is also a proposed sign to be displayed internally, and as such, would benefit from deemed consent.

2.0 Planning Issues

2.1 The main planning considerations are the following:

- The impact of the proposed signage on the character and appearance of the building and the surrounding area;
- The impact of the proposed signage on public safety and residential amenity.

3.0 Visual Amenity

3.1 The proposed 2 x externally illuminated fascia signs would be located to the Tottenham Street and Tottenham Court Road elevations. The proposed signs would be approximately 2.9m from ground to base and would project 0.04m from the face of the building. The sign would be halo illuminated and the illuminance level is 200.00cd/m, the lettering signs would be approximately 0.2m (height) x 3.9m (width) x 0.04m (depth). Both signs would be constructed from steel with white lettering/ Brown background.

3.2 The proposed 2 x internally illuminated hanging signs would be of a static illumination. The illumination levels would be 200.000 cd/m. The proposed signs would be displayed on the front (Tottenham Court Road) and side (Tottenham Street) elevation the signs are already existing and it is proposed to replace Siren Vinyl 2x blade signs and re-lamped, The signs would measure approximately 0.6 (height) x 0.6m (width) and a depth of 0.1m. Therefore, the proposed sign would be deemed consent.

3.3 It's proposed to display 1 x internally illuminated hanging sign behind the glazing of the shopfront. The hanging signs would be of a static illumination with the illumination levels would be 200.000 cd/m. The proposed signs would be displayed on the front (Tottenham Court Road) and side (Tottenham Street) elevation the signs are already existing and it is proposed to replace Siren Vinyl 2x blade signs and re-lamped, The signs would measure approximately 0.6 (height) x 0.6m (width) and a depth of 0.1m. The proposed sign would benefit from deemed consent.

3.4 The application provides details of three other signs which are considered to benefit from deemed consent by virtue of Schedule 3, Part 1, of the Control of Advertisement Regulations 2007. These signs include 2 x non-illuminated Vinyl window graphics all located inside, fixed to the window glazing window. Therefore, these signs have not been further considered as part of this application.

4.0 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.

5.0 Public Safety

5.1 Policy DP21 requires the development proposals to avoid disruption to the highway network, its function, causing harm to highway safety and unnecessary clutter.

5.1 There is unlikely to be any harm to either pedestrian or vehicle safety and TFL has recommended levels of luminance that is capable of control by condition. However, as this sign is unacceptable for amenity reasons, refusal is recommended.

6.0 Conclusion

The 2 x projecting signs to the front and side elevations were granted advertisement consent on the 1st August 2003 (2003/0557/A). Therefore, the proposed advertisement is existing and it's proposed to replace the existing Vinyl and re-lamped by replacing the existing bulbs. Therefore, for this reason the internally illuminated signs is acceptable within the conservation area.

Recommendation: Grant Advertisement Consent