

# CONSULTATION SUMMARY

## Case reference number(s)

2016/0463/A

## Case Officer:

Darlene Dike

## Application Address:

Unit B  
260 Tottenham Court Road  
London  
W1T 7RF

## Proposal(s)

Display of 1 x internally illuminated projecting sign (retrospective) and 1 x internally illuminated fascia sign.

## Representations

<b>Consultations:</b>	No. notified	0	No. of responses	1	No. of objections	1
					No of comments	0
					No of support	0

## Summary of representations

**(Officer response(s)  
in italics)**

The Bloomsbury Association have objected to the application on the following grounds:

1. A retrospective application should be made for the internally illuminated projecting sign
2. The proposal shows roller shutters erected without permission, and currently under enforcement investigation, in drawings. Granting consent could confer legitimacy on these shutters.

3. The proposals omits to show unauthorised A-boards signs currently positioned on the footway of Tottenham Court Road

**Officer's Response**

1. *Initially an application was put forward for the proposed fascia sign solely, but the description was expanded to encompass the retention of the projecting sign also when it became clear that this sign was not regularised. So retrospective permission is sought under this application for the retention of the projecting sign.*
2. *The roller shutter is shown on existing and proposed drawings for accuracy as the present situation on site is that it is in place. It does not however form a part of this advertisements consent application, as it would need Full Planning Permission, and so is not under consideration here. It will continue to be investigated under the enforcement case with reference EN15/0820, which is seeking its removal.*
3. *Again the A-Boards that it was established are present on site (via a site visit) do not form a part of this advertisements consent application and so are not being regularised here. A highways enforcement case has been lodged to tackle their placement on the highway.*

**Recommendation:- Grant advertisement consent**