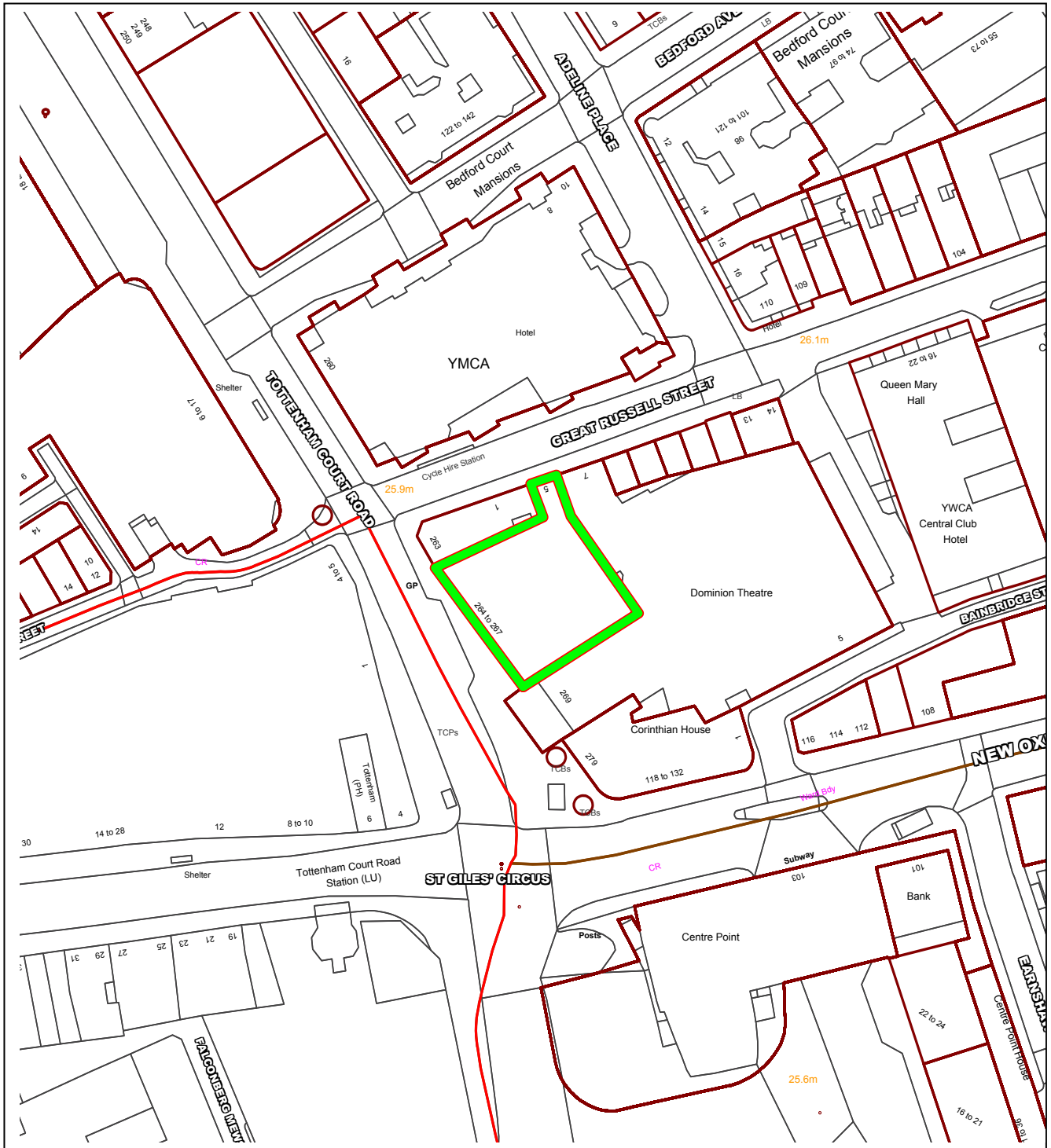


# 2016/2967/P – 267 Tottenham Court Road



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1. Front elevation – the proposals relate to the 3 arched bays on the left-hand side



2. Main entrance – shows current fascia sign set-back over 1m within doorway and within outer entrance doors (includes projecting sign and menu case to be replaced)



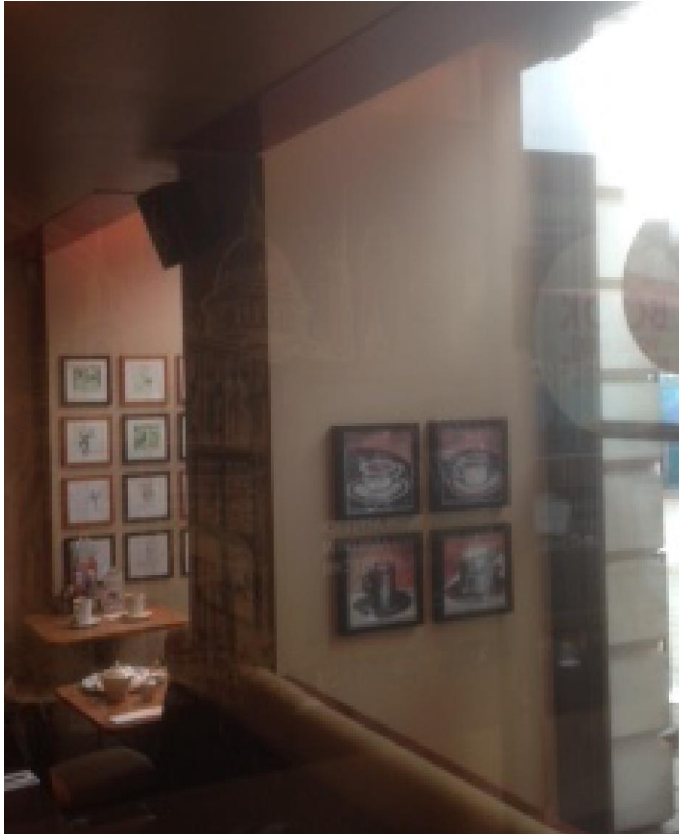
3. Main entrance – closer view of current fascia sign set-back within doorway



4. Other bays – shows current illuminated signs set-back over 1m inside windows/doors (to be replaced by non-illuminated awnings similarly housed internally)



5. Inside restaurant – shows extent of recessed area and over 1m distance to frontage (fascia sign and awnings will be housed above inner walls shown)



6. Front entrance – shows current projecting sign and menu case that will be replaced



|  |                            |                                   |                                     |            |
|--|----------------------------|-----------------------------------|-------------------------------------|------------|
| <b>Delegated Report</b>  |                            | <b>Analysis sheet</b>             | <b>Expiry Date:</b>                 | 21/07/2016 |
| <b>(Members' Briefing)</b>   |                            | N/A                               | <b>Consultation Expiry Date:</b>    | 26/05/2016 |
| <b>Officer</b>   |                            |                                   | <b>Application Number(s)</b>        |            |
| Tony Young   |                            |                                   | 2016/2967/A                         |            |
| <b>Application Address</b>   |                            |                                   | <b>Drawing Numbers</b>              |            |
| 267 Tottenham Court Road<br>LONDON<br>W1T 7RQ  |                            |                                   | Refer to draft decision notice      |            |
| <b>PO 3/4</b>  | <b>Area Team Signature</b> | <b>C&amp;UD</b>                   | <b>Authorised Officer Signature</b> |            |
|  |                            |                                   |                                     |            |
| <b>Proposal(s)</b>   |                            |                                   |                                     |            |
| Display of internally illuminated (lettering only) fascia sign, externally illuminated (trough-lit) projecting sign, internally housed awnings, and menu case. |                            |                                   |                                     |            |
| <b>Recommendation(s):</b>  |                            | Grant advertisement consent       |                                     |            |
| <b>Application Type:</b>   |                            | Advertisement Consent Application |                                     |            |

|  |  |          |                  |           |                   |           |
|--|--|----------|------------------|-----------|-------------------|-----------|
| <b>Conditions or Reasons for Refusal:</b>              | <b>Refer to Draft Decision Notice</b>  |          |                  |           |                   |           |
| <b>Informatives:</b>                                   |  |          |                  |           |                   |           |
| <b>Consultations</b>                                   |  |          |                  |           |                   |           |
| <b>Adjoining Occupiers:</b>                            | No. notified   | <b>0</b> | No. of responses | <b>00</b> | No. of objections | <b>00</b> |
|  |  |          | No. Electronic   | <b>00</b> | No. of supports   | <b>00</b> |
| <b>Summary of consultation responses:</b>              | No neighbour notification letters or publicity were sent out or displayed for this application (as per agreed consultation guidelines for advertisement applications).   |          |                  |           |                   |           |
| <b>CAAC/Local groups* comments:</b><br>*Please Specify | <p><u>Bloomsbury Association</u>: objected to the application due to:</p> <p>1. "... its effect upon visual amenity in the immediate neighbourhood of displaying the advertisement. 264-267 Tottenham Court Road is Grade II listed (curtilage of 5 Great Russell Street) as are the adjoining Dominion Theatre and 1 Tottenham Court Road opposite".</p> <p><u>Officer response</u>: Consideration has been given to the impact of the proposals on amenity grounds in recognition to the close proximity of the host building to nearby and adjoining listed buildings, and its location within the Bloomsbury conservation area (please see section 2).</p> |          |                  |           |                   |           |

### Site Description

The application site is located on the eastern side of Tottenham Court Road. The application relates to an existing ground floor restaurant unit that is made up of 3 bays facing Tottenham Court Road with the entrance doors occupying the outer bay on the left-hand side.

The site sits within Bloomsbury Conservation Area. The building is not listed, but sits within the curtilage of 5 Great Russell Street at the rear (grade II listed) and adjoins the Dominion Theatre (grade II listed) on the Tottenham Court Road frontage. The site also falls within the Fitzrovia Central London Area.

### Relevant History

2010/0060/A - Display of internally illuminated projecting sign. Granted advertisement consent 09/02/2010

2009/3392/A - Display of externally illuminated projecting sign and internally illuminated brass menu case on Tottenham Court Road frontage to existing restaurant (Class A3). Granted advertisement consent 21/10/2009

2009/0613/A – Display of 3 internally illuminated fascia signs and 1 externally illuminated projecting sign to the front facade of the restaurant. Granted advertisement consent 16/03/2009

### Relevant policies

**National Planning Policy Framework 2012**

Paragraphs 186 and 187

**London Plan March 2016**

## **LDF Core Strategy and Development Policies 2010**

CS5 (Managing the impact of growth and development)

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)

## **Camden Planning Guidance 2013**

CPG1 (Design) July 2015 – Chapter 8: Advertisements, signs and hoardings

## **Town & Country Planning (Control of Advertisements) (England) Regulations 2007**

## **Bloomsbury conservation area appraisal and management strategy, adopted April 2011**

## **Fitzrovia Area Action Plan, adopted March 2014**

## **Assessment**

### **1.0 Proposal**

1.1 The application relates to the display of:

- One internally illuminated (lettering only) fascia sign suspended internally behind the central bay windows;
- One externally illuminated projecting sign. The sign would measure 700mm (W), 700mm (H), and 200mm (in thickness). The sign would be illuminated via trough lights on both sides;
- Two acrylic awnings, housed internally inside the outer bays (one containing the front entrance doors) and set back by more than 1m from the restaurant frontage;
- One non-illuminated menu case, externally mounted to the right-hand side of the entrance doors; and
- Other signage shown on the plans are vinyl stickers applied to the inside glass faces of windows and doors. These are considered to benefit from deemed advert consent and are only shown on the plans for information purposes.

1.2 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.

### **2.0 Amenity**

2.1 The Bloomsbury Conservation Area Statement states that adverts should not detract from the character and appearance of the conservation area. Camden's Planning Guidance CPG1 also reiterates this point, as well as, stating that consideration should be given in conservation areas and on or near listed buildings to the sensitivity and historic nature of these areas or buildings, and that adverts should not obscure or damage any special architectural features of the building. Furthermore, illumination should be sympathetic to the design of the building in which it is located.

2.2 The projecting sign and menu case which are externally positioned do not obscure or damage any architectural features of the building and are considered acceptable in terms of their proportions and design. The method of illumination for the proposed projecting sign by means of external trough lights is also considered to be acceptable.

2.3 The fascia sign and awnings are internally housed and set back a significant distance from the

entrance doors and the street frontage, and as such, do not obscure any architectural features of the building. The method of illumination for the proposed fascia sign by means of internally illuminated lettering only would not result in an excessive amount of illumination, especially in its proposed set back position, and is also considered to be acceptable.

2.4 It is also considered that the proposed signage would not be unduly obtrusive in the street scene or disturb residents or occupiers.

2.5 Furthermore, it is noted that these proposals seek consent for signage and illumination very similar to that approved under a number of previously approved advertisement applications (2009/3392/A and 2010/0060/A), and especially similar to that approved under advertisement consent application (2009/0613/A) which forms mainly the arrangement of signage that currently exists at the host premises.

2.6 Overall, the proposals are considered to be visually appropriate and not harmful to either the amenity or character and appearance of the host building, the wider Conservation Area, or settings of nearby and adjoining listed buildings, and would not obscure or damage any special architectural features.

### **3.0 Public Safety**

3.1 The location of the signage is not considered harmful to either pedestrian or vehicular traffic. The proposals therefore raise no public safety concerns.

### **4.0 Recommendation:**

4.1 The proposed signage is in general compliance with policies CS5, CS14, DP24, DP25 and DP26 of the Local Development Framework, and as such, the application is therefore recommended for approval.

### **DISCLAIMER**

***The decision to refer an application to Planning Committee lies with the Executive Director Supporting Communities. Following the Members Briefing panel on Monday 11<sup>th</sup> July 2016, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to [www.camden.gov.uk](http://www.camden.gov.uk) and search for 'Members Briefing'.***



RICHARD UNWIN CHARTERED  
SURVEYOR  
10 GREEN FOLD  
ABBEY HEY  
MANCHESTER  
M18 8RJ

Application Ref: **2016/2967/A**  
Please ask for: **Tony Young**  
Telephone: 020 7974 **2687**

4 July 2016

**DRAFT**

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:  
**267 Tottenham Court Road**  
**LONDON**  
**W1T 7RQ**

**DECISION**

#### Proposal:

Display of internally illuminated (lettering only) fascia sign, externally illuminated (trough-lit) projecting sign, internally housed awnings, and menu case.

Drawing Nos: Site location plan; 020 rev A.

The Council has considered your application and decided to grant consent subject to the following condition(s):

#### Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to

Executive Director Supporting Communities



- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Executive Director Supporting Communities

**DRAFT**

**DECISION**