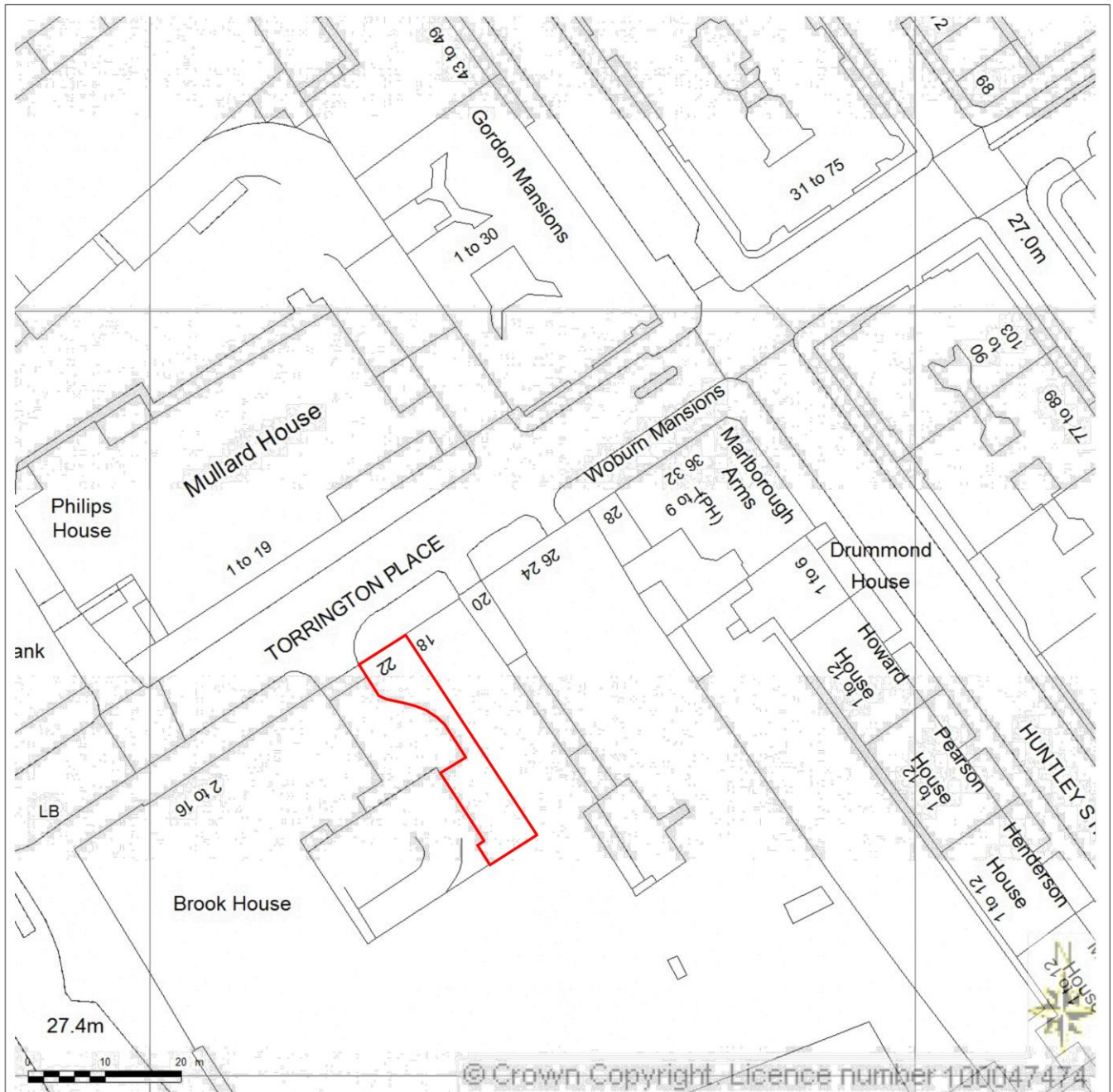


22 Torrington Place, WC1E 7HJ

2016/0803/A, 2016/1748/L

Site Location Plan:

Location Plan



22 Torrington Place, WC1E 7HJ

Site Photos:

1. Front elevation (1)



2. Front elevation (2)



3. Front elevation (3)



4. Existing banner and projecting signage



Delegated Report (Members Briefing)		Analysis sheet		Expiry Date:	31/05/2016
		N/A / attached		Consultation Expiry Date:	05/05/2016
Officer			Application Number(s)		
John Diver			(i) 2016/0803/A (ii) 2016/1748/L		
Application Address			Drawing Numbers		
The Heals Building 22 Torrington Place London WC1E 7HJ			See draft decision notice.		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		
Proposal(s)					
(i & ii:) Display of internally illuminated lettering to fascia sign & projecting sign (retrospective) and replacement of existing totem sign on side wall.					
Recommendation(s):		Grant consents			
Application Type:		Advertisement Consent & Listed Building 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:	<p>As these applications involve advert and listed building consent, letters to adjoining neighbours were not a statutory requirement.</p> <p>A site notice was however displayed between the 08/04/16 and the 29/04/16. The LBC was additionally advertised in local press between the 14/04/16 and the 05/05/16.</p>					
CAAC/Local groups comments:	<p><u>Historic England</u> have submitted comments which state that no specific concerns are raised to the proposals and that the determination should be made in accordance with national and local policy guidance.</p> <p><u>Gordon Mansions Residents Association</u> object- Concerns raised were in relation to light pollution from the proposed signage and a request was made that a condition is applied to limit the hours of illumination.</p> <p><u>Officer's Comments-</u> Please see para.2.4.</p>					

Site Description

The application relates to the Heals Building, a large department store and warehouse fronting onto Tottenham Court Road and Torrington Place. The building is generally 5/6 stories in height. It comprises a number of interconnected parts which date from the 1910s, the 1930s and 1960s. There are 19th century warehouse spaces to the rear of the site with access from Torrington Place. The ground floor of the building features a number of commercial units. These applications relates to the one of these commercial units at ground floor level, fronting Torrington Place and adjacent to an access way into the inner service yard.

The Heals Building is Grade II* listed; the site is located in the Bloomsbury Conservation Area and within the Central London Area.

Relevant History

The site (22 Torrington Place) has a lengthy planning history, with over 40 registered applications. Of particular relevance to this application however are the following:

2015/1619/P & 2015/1967/L (The Heals Building; 22 Torrington Place) – Planning application and LBC granted the *‘Installation of new stacking sliding entrance doors matching to the existing galvanised shop front frame. Install new window to the right of the entrance to match’*.

2012/0059/P & 2012/0066/L (The Heals Building; 191-199 Tottenham Court Road & 22-24 Torrington Place) - Planning application and LBC granted a number of alterations to the building which included the *‘alterations to entrance off Torrington Place including installation of canopy’* on 18/02/2013.

PSX0004142 (22 Torrington Place,WC1) – Granted permission for *‘Installation of new shopfront’* on 11/04/2000.

LS9805125 (22-24 Torrington Place,WC1) – Listed building consent granted for the installation of *‘illuminated fascia sign and projecting sign at ground floor level’* on 18/03/1999.

Relevant policies

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

National Planning Policy Framework 2012

National Planning Practice Guidance 2014

London Plan 2016

Camden LDF Core Strategy 2010

CS5 Managing the impact of growth and development

CS14 Promoting high quality places and conserving our heritage

Camden Development Policies 2010

DP24 Securing high quality design

DP25 Conserving Camden’s heritage

DP26 Managing the impact of development on occupiers and neighbours

DP30 Shopfronts

Camden Planning Guidance (updated 2013)

CPG1 Design

CPG5 Town Centres, Retail and Employment

CPG6 Amenity

Bloomsbury Conservation Area Appraisal and Management Strategy (2011)

1. Introduction

- 1.1. The submitted application follows enforcement investigation EN15/1285 concerning an internally illuminated lettering fascia sign and projecting sign displayed without advert consent. Following this investigation, an application was invited to formalise the current situation. The principle of fascia and projecting signage has already been agreed here but the internal illumination to the lettering is new and requires formal consent.
- 1.2. Advertisement & Listed building consent is sought for the display of the following advertisements:
- internally illuminated fascia sign lettering (no more than 600 cd/m²)
 - internally illuminated projecting sign (no more than 600 cd/m²)
 - non-illuminated fascia board below awning
 - non-illuminated totem sign

2. Proposed Signage

- 2.1. 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.

Public Safety

- 2.2. The location of the signage is considered to be at adequate height from the public walkway and distance from the kerbside to avoid any restriction to the use and safety of any adjacent public highway. The level of luminance proposed are within the permitted levels set out by the Town and Country (Control of Advertisements) Regulations (2007) and as such are considered reasonable. It is considered that the proposed advertisements would not cause harm to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

Amenity

- 2.3. The signs do not obscure any architectural features of the building and are consistent with other advertisements in existence at ground floor level within the row. The specific design and proportions of the proposed signage are not considered overly prominent or unduly obtrusive in the street scene. They are therefore not considered to cause undue harm to the character and appearance of the conservation area. The proposed advertisements are therefore considered acceptable in terms of proportions and design.
- 2.4. It is considered that the signs would not disturb residents or occupiers for the following reasons:
- There are examples of illuminated signs within the wider parade of units. Therefore the proposed signage is not considered to be out of character.
 - The proposed letter signs are to be internally illuminated with LEDs which is considered to be appropriate for a building in a conservation area. The luminance levels are within the permitted threshold level of 600 candela per square metre as confirmed by an email received from the agent dated 5th April 2016.
 - An email received from the agent dated 19th May 2016 confirmed that the proposed illumination to the shop front signs will be active only during trading hours to avoid increasing light pollution.
 - The lettering 'Planet Organic' is very slender and modest and will not adversely affect neighbouring amenity in terms of light pollution, especially as the most directly affected neighbours are offices above and a university opposite. It is not considered necessary to impose a condition to restrict hours of operation in this instance.

For the reasons listed above the proposed development is considered to be consistent with LDF policies CS5, CS7, CS14, DP12, DP24, DP25, DP26 and DP30 of the London Borough of Camden's Local Development Framework as well as Camden Planning Guidance on Design, Retail and Amenity.

3. Design and Heritage

- 3.1. For the listed building consent, the main consideration is the impacts upon the character, appearance and

significance of the listed building.

- 3.2. Listed building consent 2015/1967/L has previously approved the shopfront, awning and non-illuminated lettering and projecting sign in situ. The main consideration is therefore whether the addition of the internal illuminations to lettering and projecting sign as well as the retention of the non-illuminated fascia board and side totem signage would lead to an unacceptable impact upon the listed building.
- 3.3. Due to its design and limited size, the proposed internal illuminations to the existing lettering and projecting sign are not considered to cause any significant impact upon the appearance of the listed building. The lettering is very slender and modest and will not adversely affect the building's appearance and would not adversely impact upon the character and appearance of the conservation area. The proposed illuminated signage is additionally considered to be in accordance with paragraphs 5.49-5.52 (Control of Adverts) of the Bloomsbury Conservation Area Appraisal and Management Strategy (2011).
- 3.4. The retention of the non-illuminated fascia board below the awning and the new side totem sign on a side wall are similarly not considered to appear incongruous given their positions, size, proportions and design. The totem sign is located on the recessed wall to a service entrance, replacing an existing hand painted sign, and will not be overly prominent in wider views along the street; as such it is not considered to add to visual clutter in the streetscene or harm the special interest of the listed building.
- 3.5. The overall scheme remains sensitive to the architectural and heritage detailing along the Torrington Place frontage of the building and would not detract from its significance. The proposed development is therefore considered to be in general accordance with the London Borough of Camden Local Development Framework Core Strategy, with particular regard to policy CS14 (Promoting high quality places and conserving our heritage); the London Borough of Camden Local Development Framework Development Policies, with particular regard to policy DP25 (Conserving Camden's heritage) as well as the Bloomsbury Conservation Area Appraisal and Management Strategy (2011).
- 3.6. Special regard has been attached to the desirability of preserving the listed building, its setting and its features of special architectural or historic interest, under s.16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

4. Recommendations

- 4.1. Grant advertisement consent subject to conditions
- 4.2. Grant listed building consent subject to conditions

DISCLAIMER

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 25th 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 and search for 'Members Briefing'.

DESIGN TIME LTD
3a Calls Landing
36-48 The Calls
Leeds
West Yorkshire
LS2 7EW

Application Ref: **2016/1748/L**
Please ask for: **John Diver**
Telephone: 020 7974 **6368**

19 July 2016

DRAFT

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
The Heals Building
22 Torrington Place
London
WC1E 7HJ

DECISION

Proposal:

Display of internally illuminated lettering to fascia sign & projecting sign (retrospective) and replacement of existing totem sign on side wall.

Drawing Nos: 6061-10; 6061-11 Rev D; 6061-12 Rev C;

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

Conditions And Reasons:

- 1 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

Executive Director Supporting Communities



- 2 The works hereby approved are only those specifically indicated on the drawing(s) referred to above.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP25 of the London Borough of Camden Local Development Framework Development Policies.

Informative(s):

1

You can find advice about your rights of appeal at:

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

Yours faithfully

Executive Director Supporting Communities

DECISION

DESIGN TIME LTD
3a Calls Landing
36-48 The Calls
Leeds
West Yorkshire
LS2 7EW

Application Ref: **2016/0803/A**
Please ask for: **John Diver**
Telephone: 020 7974 **6368**

19 July 2016

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
The Heals Building
22 Torrington Place
London
WC1E 7HJ

DECISION

Proposal:

Display of internally illuminated lettering to fascia sign & projecting sign (retrospective) and replacement of existing totem sign on side wall..

Drawing Nos: 6061-10; 6061-11 Rev D; 6061-12 Rev C; Email confirmation of luminance levels dated 5th April 2016.

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.

Executive Director Supporting Communities



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

Informative(s):

1

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