

Unit 2, 1 Bedford Avenue, WC1B 3AU- 2017/5067/A



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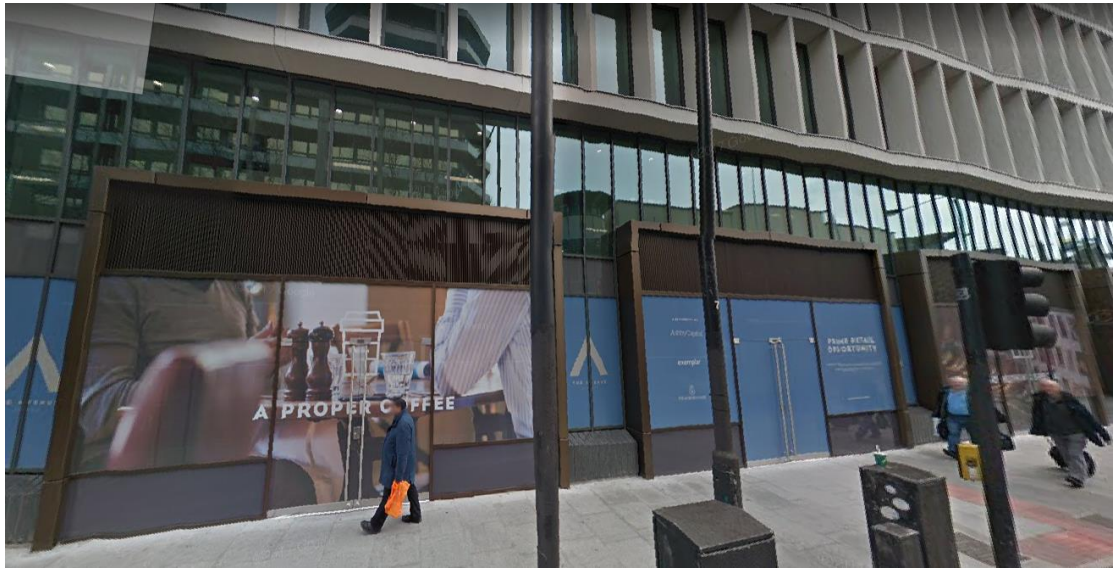


Photo 1- Retail Unit

Delegated Report (Members Briefing)		Analysis sheet N/A	Expiry Date: 07/11/2017
			Consultation Expiry Date: 17/11/2017
Officer Tessa Craig		Application Number(s) 2017/5067/A	
Application Address Unit 2 1 Bedford Avenue 251 Tottenham Court Road LONDON WC1B 3AU		Drawing Numbers See decision notice	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature
Proposal(s)			
Display of internally illuminated (lettering only) fascia sign fronting Tottenham Court Road.			
Recommendation(s):	Grant Advertisement Consent		
Application Type:	Advertisement Consent		

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice		
Informatives:			
Consultations			
Adjoining Occupiers:	No. of responses	00	No. of objections
	No. electronic	00	00
Summary of consultation responses:	A site notice was displayed 27/10/2017-17/11/2017. No responses have been received from neighbours.		
Local groups comments:	<p><u>Bloomsbury Association:</u></p> <p>Objection:</p> <ul style="list-style-type: none"> • Other advertisements for the building have been halo backlight or have no illumination; • This proposal could detract from public artwork on Bedford Avenue elevation. <p><u>Officers comments:</u></p> <p>Other fascia within the commercial ground floor units at 1 Bedford Avenue are approved as illuminated (e.g. unit 4's includes internal LED halo illumination, Unit 1B's includes internal LED illumination). The proposal is therefore consistent with the other recently approved shopfronts (see below for details).</p> <p>The unit has its frontage on Tottenham Court Road, it is not considered to harm the public art on Bedford Avenue given the proposed advertisement does not share the same frontage and would be at ground level, where as the public art lighting is from first floor upwards (see 2.5 below).</p>		

Site Description

The subject commercial unit is at ground floor on Tottenham Court Road. The site is not within a conservation area and the building is not listed. The building is commercial across the ground floor with six storeys of offices above. To the east of the site lies the Bloomsbury conservation area.

Relevant History

2017/4502/A- Retail Unit 4, 251-258 Tottenham Court Road- Display of 1 x internally illuminated fascia sign (lettering only) on Tottenham Court Road elevation and 1 x non-illuminated fascia sign on the Bedford Avenue elevation. Granted advertisement consent 04/09/2017.

2017/4052/A- 1B The Avenue, 251 Tottenham Court Road- Display of internally illuminated lettering fascia sign. Granted advertisement consent 23/08/2017.

Relevant policies

National Planning Policy Framework 2012

The London Plan 2016

Camden Local Plan 2016

Policy A1 – Managing the impact of development

Policy D1 – Design

Policy D3 – Shopfront

Camden Planning Guidance

CPG1 – Design 2015

CPG7 – Transport 2011

Assessment

1. Proposal

- 1.1. Advertisement consent is sought for red, internally LED illuminated box letters (2.75m by 0.72m) reading 'HEMA' at fascia level (3.7m).

2. Assessment

- 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.

Amenity

- 2.2. The sign does not obscure any architectural features of the building and is considered acceptable in terms of proportions and design.
- 2.3. It is not considered that the sign would be unduly obtrusive in the street scene or disturb residents or occupiers.

Public Safety

- 2.4. The location of the signage is not considered harmful to either pedestrian or vehicle traffic as it is not flashing, overly bright or considered to be distracting. The proposal therefore raises no public safety concerns.
- 2.5. The advertisement is not considered to detract from the proposed artwork on Bedford Avenue as it would be an adequate distance away and would only be internally illuminated LED. This is consistent with other fascia's in the units on the Tottenham Court Road elevation.

3. Recommendation

- 3.1. Grant advertisement consent.

DISCLAIMER

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on 4th December 2017, 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'.

MGPM
Tanfield Tye
West Hanningfield Road
West Hanningfield
Chelmsford
CM2 8UD

Application Ref: **2017/5067/A**
Please ask for: **Tessa Craig**
Telephone: 020 7974 **6750**

25 October 2017

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Unit 2
1 Bedford Avenue
251 Tottenham Court Road
LONDON
WC1B 3AU**

DECISION

Proposal:

Display of internally illuminated (lettering only) fascia sign fronting Tottenham Court Road.
Drawing Nos: OS map, HEMA logo 50 mm diep and 2818/PL/01.

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.

Informative(s):

1

DECISION

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

Director of Regeneration and Planning

DRAFT

DECISION