

Delegated Report		Analysis sheet		Expiry Date:	15/11/2007	
		N/A / attached		Consultation Expiry Date:	20/09/2007	
Officer			Application Number(s)			
Philip Niesing			2007/3101/A			
Application Address			Drawing Numbers			
127 Tottenham Court Road London W1T 5AU			Drawing Issue Sheet; Drawing No. TC Rev B; Proposed Signage Detail A1; B1; Covering Letter dated 18/07/2007			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature			
Proposal(s)						
Display of internally illuminated fascia sign (lettering only) and projecting sign to retail shop (Class 1).						
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	00	No. of responses	00	No. of objections	00
			No. electronic	00		
Summary of consultation responses:		N/A				
CAAC/Local groups* comments: *Please Specify		N/A				

Site Description

The site is located on the Western side of Tottenham Court Road on the corner with Fitzroy Court and falls within Bloomsbury Conservation Area. It is located within Central London Local Area, Central London Frontage Area and a Strategic View Area. The subject premise is located on the ground floor of a four-storey terrace building.

Relevant History

Pre 2003 – various applications for new shopfronts and advertisement consent
2003 – Retrospectively planning permission and advertisement consent were granted for the display of a non-illuminated fascia sign and an externally illuminated projecting sign and a new shopfront.

Relevant policies

SD1B – Quality of life (Regeneration)
SD6 – Amenity for occupiers and neighbours
B1 – General design principles
B4B – Advertisements and signs
B7A – Conservation areas (Character and appearance)

Camden Planning Guide – Advertisements and signs
Camden Planning Guidance – Conservation Areas

PPG19: Outdoor Advertisement Control
Bloomsbury Conservation Area Statement

Assessment

The applicant is seeking advertisement consent for a new fascia and projecting sign. It is proposed to replace the existing fascia and projecting sign with similar signage. The existing signage comprises of an externally illuminated (by means of a trough light) fascia tray with an internally illuminated logo and lettering and a square externally illuminated projecting sign.

The proposed fascia tray would be positioned at the same location as the existing fascia tray and it would not be any higher than the existing fascia box. It will maintain the same horizontal fascia line as the adjoining properties. The proposed fascia tray would be rendered with white metal spray with built up acrylic logos and lettering applied directly to the panels face. Two green vertical stripes will be painted in the centre of the board. The stripes and the lettering, located on the left side of the fascia tray, would be the only part of the fascia to be internally illuminated. The applicant proposes to remove the existing external trough lights.

The proposed projecting sign comprises of a 160mm round tray with a diameter of 700mm. It would project 800mm from the shopfront and be internally illuminated with the logo and lettering displayed on both sides of the projecting sign.

The internally illuminated logo and lettering on the non-illuminated fascia sign and the internally illuminated projecting sign are considered acceptable in terms of public safety, visual amenity and the character of the host building and appearance of the conservation area. The proposal is therefore compliant with Policies SD6, B1, B4B, B7A and R7A of Camden's Unitary Development Plan and Planning Policy Guidance 19 – Outdoor Advertisement Control.

Recommendation: Grant advertisement consent