

plande

planning consultants

Planning Statement

**Installation of internally illuminated fascia and projecting sign on
Tottenham Court Road and Torrington Place elevation.**

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I. INTRODUCTION

- 1.1 Planning permission is sought for external advertisements located on the existing shopfront at 190 Tottenham Court Road, London W1T 7PH. The description of development is as follows: *Installation of internally illuminated fascia and projecting sign on Tottenham Court Road and Torrington Place elevation.*

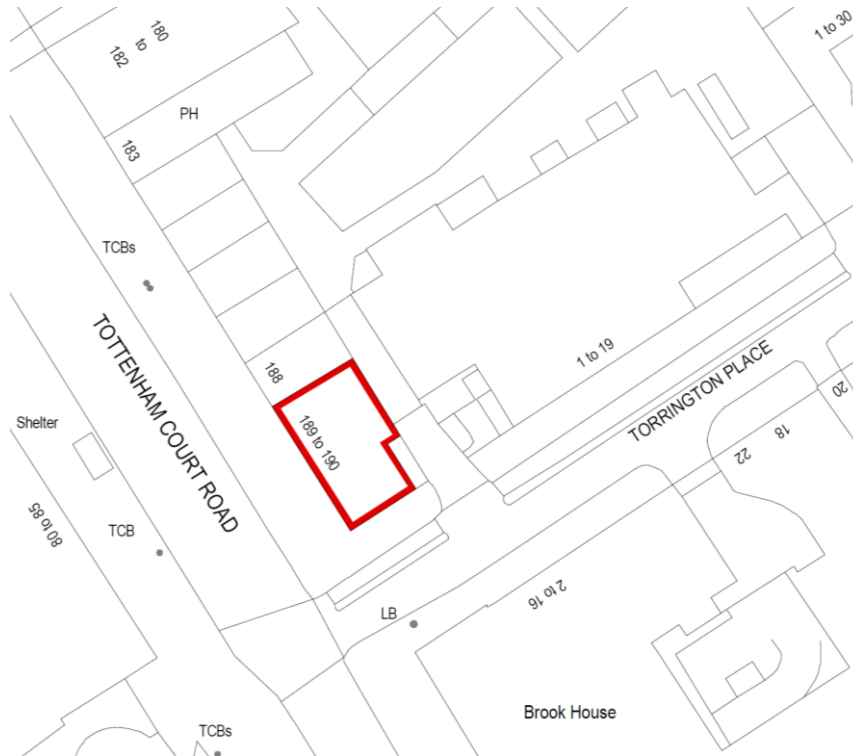


Figure 1: Location Plan

- 1.2 The proposed works relate to a ground floor unit located on the eastern side of Tottenham Court Road, on the corner with Torrington Place.
- 1.3 The works involve the installation of new signage. The retail unit has currently been vacant since 2021.
- 1.4 This planning statement seeks to provide an overall summary of the existing site and surroundings; the relevant planning history of the site, and to provide justification for the proposed works, in the context of the local surroundings, in order to support the London Borough of Camden in the determination of this proposal and demonstrate that the proposed works comply with the policies of relevance within the Development Plan. The report is structured in the following format:
- Section 2: Site & Surroundings
 - Section 3: Planning History
 - Section 4: The Proposal
 - Section 5: Planning Policy Framework
 - Section 6: Scheme Assessment
 - Section 7: Conclusion

2. SITE & SURROUNDINGS

- 2.1 The application site currently comprises one vacant unit, which has been vacant since 2021. The site occupies the ground floor unit at the base of an existing six storey commercial building, with offices located above.
- 2.2 The site is located on Tottenham Court Road, situated along a vibrant stretch of shops, cafes and restaurants. The existing shopfront comprises a metal frame with full height glazing panels and benefits from a small granite stall riser.



Figure 2: Existing unit (Source: Google Street View)

- 2.3 The site is located in the Central London Frontage and Central London Area as defined by the Policies Map. It is located within the Tottenham Court area of the West End, an identified growth area in Camden's Local Plan and within the Central Activities Zone (CAZ), identified in the London Plan.
- 2.4 The application site occupies the ground floor of the unit, with the upper storeys of the host building providing office accommodation. The character of the surrounding area includes a variety of modern and traditional shopfronts at ground floor level with brick and glazed upper storeys.
- 2.5 The site is located within an area predominantly comprising of principally retail and commercial uses, alongside residential uses towards Bloomsbury to the east.
- 2.6 The application site lies in the Bloomsbury Conservation Area, the property is not listed but lies across the road from the listed Heals building and within the shared setting of a number of other listed buildings along Tottenham Court Road to the south and within surrounding streets.
- 2.7 The site is well connected and benefits from a good level and variety of sustainable transport facilities nearby, including on street cycle parking. The site is located within 130m walk to Goodge Street Underground Station which is served by the Northern Line and within 400m walk to Warren Street Underground Station which is served by the Victoria and Northern Lines. The site is well served by buses with a bus stop located directly outside Heal's to the south with direct buses to Hampstead, Stoke Newington, Archway and Wood Green, and a further bus stop 100m to the north with direct buses to Oxford Circus, Victoria and Pimlico.
- 2.8 The site is located approximately 2km south of Camden Town, approximately 1.3km west of Russell Square, approximately 1.2km east of Marylebone and approximately 1.5km north of Covent Garden.

PLANNING HISTORY

3.1 The planning history for the site has been researched and a summary of the relevant applications are provided below.

3.2 The applications are as follows:

Application number	Location	Proposal	Decision	Decision Date
2015/5546/A	190 Tottenham Court Road, London W1T 7PH	Installation of 2 x internally illuminated fascia signs and 1 x internally illuminated projecting sign, and installation of replacement awning	Granted	23/10/2015
2010/1202/P	190 Tottenham Court Road, London W1T 7LH	Alterations to an existing shopfront, including the installation of a new door opening on the Torrington Place elevation	Granted	28/06/2010
2010/1994/A	190 Tottenham Court Road, London W1T 7LH	Display of an internally illuminated fascia sign, internally illuminated projecting box sign and two awnings on the Tottenham Court Road elevation and an internally illuminated fascia sign and awning on the Torrington Place elevation of an existing shopfront.	Granted	22/06/2010

4. THE PROPOSAL

4.1 The application is seeking advertisement consent at 190 Tottenham Court Road, the proposal is for: *Installation of internally illuminated fascia and projecting sign on Tottenham Court Road and Torrington Place elevation.*

4.2 The works comprise:

- One internally illuminated fascia sign located on the Tottenham Court Road elevation, measuring: (h) 550mm x (w) 18285mm x (d) 160mm;
- One internally illuminated fascia sign located on the Torrington Place elevation, measuring: (h) 550mm x (w) 11766mm x (d) 160mm; and
- One internally illuminated projecting sign located on the Tottenham Court Road elevation measuring: (h) 700mm x (w) 700mm x (d) 100mm.

DESIGN

4.3 The proposed advertisements would fit comfortably within the existing fascia band of the retail unit and would not be overly dominant in the streetscene.

4.4 All proposed advertisements would be internally lit via LEDs and would be made of aluminium and Perspex. The illumination would be static, and the illuminance levels would be 112cd/m².

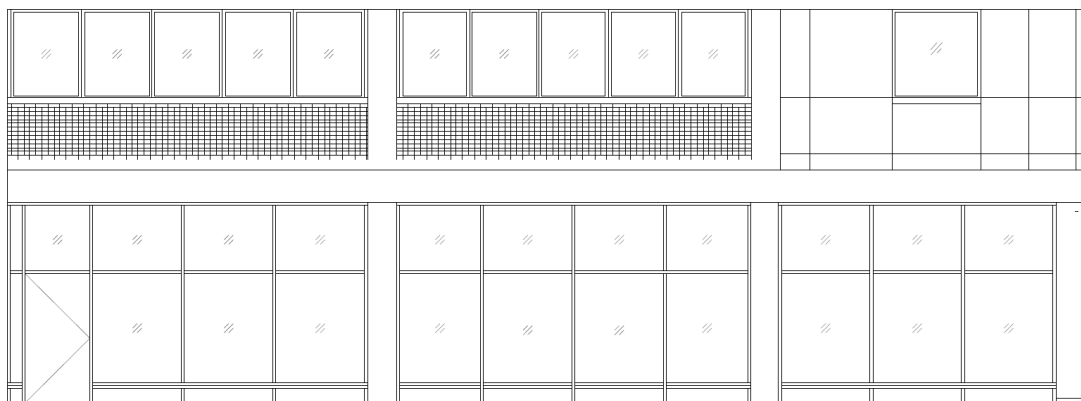


Figure 3: Existing Tottenham Court Road Elevation

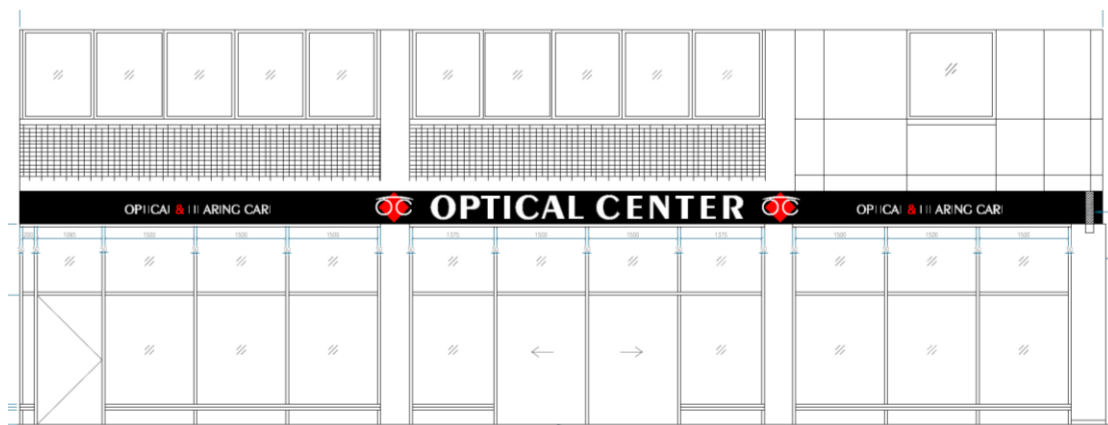


Figure 4: Proposed Tottenham Court Road Elevation

MATERIALS & DETAIL

4.5 The fascia signs would be 2.5mm aluminium and 5mm Perspex.

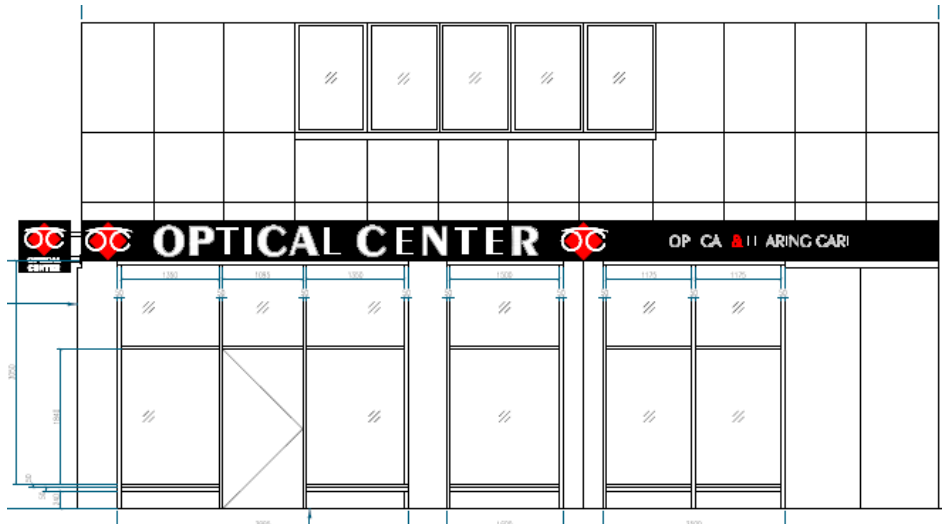


Figure 5: Torrington Place elevation

CHARACTER AND APPEARANCE

- 4.6 The proposed advertisements would be appropriate in character for the period and style of the host building, shopfront and the Bloomsbury Conservation Area.

5. PLANNING POLICY FRAMEWORK

DEVELOPMENT PLAN

- 5.1 In accordance with S.38(6) of the Planning and Compulsory Purchase Act 2004 and Section 70(2) of the Town and Country Planning Act 1990, this application should be determined in accordance with the relevant Development Plan policies unless material considerations indicate otherwise. For the purposes of this determination, the Development Plan of relevance comprises:
- The Camden Local Plan (2017)

The Advertisements Guide Supplementary Planning Guidance Document (2018) is also a material consideration.

ADOPTED LOCAL POLICY

CAMDEN LOCAL PLAN (2017)

- 5.2 The Camden Local Plan is the key strategic document in Camden's development plan and it sets out the vision for shaping the future of the Borough and contains policies for guiding planning decisions.
- 5.3 Policy D4 states that the Council will require advertisements to preserve or enhance the character of their setting and host building and that advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail. The policy states that the Council will support advertisements that:
- Preserve the character and amenity of the area; and
 - Preserve or enhance heritage assets and conservation areas.

THE LONDON PLAN (2021)

- 5.4 The London Plan (2021) is the Spatial Development Strategy for Greater London. It sets out a framework for how London will develop over the next 20-25 years and the Mayor's vision for good growth.
- 5.5 Policy D8 Public Realm states that public realm needs to be well designed including advertisements, which should be carefully considered and well designed in order to minimise intrusive lighting.

ADVERTISEMENTS SPD

- 5.6 The Advertisements Guide provides advice on the design and siting of advertisements so that they can contribute positively to the appearance and character of an area. The SPD states that the most satisfactory advertisements are those which take into account the character and design of the property, the appearance of its surroundings and the external fabric of the host building.

NATIONAL PLANNING POLICY

- 5.7 The National Planning Policy Framework (NPPF) was published in 2012 and revised in February 2019. The aim of the NPPF is to ensure there is a presumption in favour of sustainable development and that positive planning solutions are found to ensure development is brought forward. The NPPF is a material consideration in planning decisions as outlined in Paragraph 2 of the NPPF and Section 38(6) of the Planning and Compulsory Purchase Act 2004.
- 5.8 Sustainable development is broadly defined in Paragraph 8 of the NPPF as having three overarching objectives:
- a) An economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;

- b) A social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities’ health, social and cultural well-being; and
 - c) An environmental objective – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.
- 5.9 Paragraph 47 states that planning law requires that applications for planning permission be determined in accordance with the development plan unless material considerations indicate otherwise.
- 5.10 Paragraph 54 states that local planning authorities should consider whether otherwise unacceptable development could be made acceptable through the use of conditions.
- 5.11 Paragraph 136 states that the quality and character of places can suffer when advertisements are poorly sited and designed and that advertisements should be subject to control only in the interests of amenity and public safety.

6. SCHEME ASSESSMENT

- 6.1 The following section will consider the compliance of the proposal with the Development Plan policies and material considerations for the proposed advertisements at 190 Tottenham Court Road. It provides an analysis of the main planning matters related to the principle of the proposed alterations and a more detailed, policy orientated assessment of matters.
- 6.2 Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that local planning authorities shall exercise their powers in the interests of amenity and public safety, taking into the provisions of the development plan so far as they are material and any other relevant factors.
- 6.3 The main planning considerations are considered to be: amenity, public safety, scale, design, material, positioning and illumination.

PRINCIPLE OF PROPOSED DEVELOPMENT

- 6.4 At Paragraph 7, the NPPF states that the purpose of the planning system is to contribute to the achievement of sustainable development. Paragraph 7 further states that, at a very high level, the objective of sustainable development can be summarised as meeting the needs of the present without compromising the ability of future generations to meet their own needs.
- 6.5 At Paragraph 11, the NPPF sets out a presumption in favour of sustainable development, which requires decision takes to approve applications that accord with the Development Plan without delay.

DESIGN, SCALE, MATERIAL, POSTIONING & ILLUMINATION

- 6.6 The design of the advertisements have considered the host building, the proposals fit comfortably within the existing fascia band and are not over dominant, the design is appropriate to its setting, embedding high quality design which is considered to be reflective of its location.
- 6.7 The fascia sign is suitably scaled and positioning in the context of this ground floor unit, facade, and main entrance.
- 6.8 The projecting sign is considered to be acceptably placed and would not harm any architectural features of the host building in its proposed position.
- 6.9 The proposal is not considered to cause any highway safety concerns, nor would it negatively impact any nearby occupier amenity.
- 6.10 The proposed signs would be internally illuminated and are considered to preserve the character and appearance of the Bloomsbury Conservation Area.
- 6.11 The proposed advertisements would be of high quality, in keeping with the existing context. It is not considered they would harm the character and appearance of the building or the Bloomsbury Conservation Area. The proposals would have a positive visual impact on this part of the streetscene and it is considered that the proposals comply with Local Plan Policy D8 and the Advertisements SPG.

7. CONCLUSION

- 7.1 The proposed advertisements comprise the installation of a fascia sign and projecting sign on the Tottenham Court Road elevation and a fascia sign on the Torrington Place elevation at 190 Tottenham Court Road.
- 7.2 The proposed advertisements to this unit are considered to be appropriate to the unit and would be in keeping with its surroundings.
- 7.3 The proposed advertisements are considered acceptable in terms of scale, design, material, positioning and illumination, and would not appear incongruous in this setting.
- 7.4 In accordance with Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, it is considered that the proposals would not be detrimental to the visual amenity of the area nor would they have a detrimental impact on public safety, including any impact on the character and appearance of the Conservation Area.
- 7.5 In conclusion, the proposed signs would integrate with the appearance of the building and Bloomsbury Conservation area. The proposed signs would comply with Policy D4 of the Local Plan and requirements of the NPPF.
- 7.6 It is therefore respectfully requested that the advertisement application is approved. In the event that the London Borough of Camden do not agree with this view, the applicant would seek to engage with the authority to secure a solution, in line with the NPPF.

APPENDIX A – SITE PHOTOGRAPHS



