

Application ref: 2022/2900/A
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Greens the Signmakers Limited
Freightliner Road
KINGSTON UPON HULL
HU3 4UW

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

145-149 Tottenham Court Road
London
W1T 7NE

Proposal:

Display of 3 internally illuminated fascia signs and 2 internally illuminated projecting signs to ground floor elevations on Tottenham Court Road and Grafton Way. (Retrospective)
Drawing Nos: Site Location Plan 04/08/2022; External Signage Pack 2805 Tottenham Court Road 16/07/2021 V1.1

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
(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 Reasons for granting consent-

The application site refers to the ground floor retail unit of a seven-storey building known as Maple House. The site is not listed and not within Conservation Area. The signs have been installed and consent is therefore sought retrospectively.

The signs are considered acceptable in terms of size, location, detailed design and method of illumination, and are appropriate to the character of the host building and surrounding area. They would replace previous displayed illuminated signs of an equivalent size and location that respect the architectural detail of the host building. They are modest in scale and proportionate to the host building and would not be overly dominant in the street scene given the large scale buildings in the area.

The signs are in a typical position at fascia level at a low level of illumination and would not be unduly dominant in the commercial area and would not cause disturbance neighbouring occupiers. They would not be harmful to either pedestrian or vehicular safety and raise no public safety concerns.

The vinyl display affixed internally behind the glazing falls within deemed consent by virtue of Class 12 of Schedule 3 of the Advertisement Regulations 2007.

No objections have been received prior to making this decision and the site's planning history was considered in the determination of this application.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2021.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

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

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer