

Application ref: 2022/0039/A
Contact: Fast Track TC
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Date: 20 March 2023

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Ashleigh Signs
Ashleigh House
Beckbridge Road
Normanton
WF6 1TE
England

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Grosvenor St. Giles Casino
262 Tottenham Court Road
London
W1T 7RG

Proposal:

Installation of 1x internally illuminated projecting sign and 4x internally illuminated fascia signs (partially retrospective).

Drawing Nos: 166740 (REV B)

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 permission/consent-

The proposed internal illuminated signage is an improvement on the existing illuminated signage, and is of broadly the same scale and in broadly the same location. Illuminated signage, providing it is properly managed, is not out of character with the prevailing condition of Tottenham Court Road. The illuminance of the signs is acceptable at 300cd/m². The proposed projecting signage is also broadly equivalent to the existing condition.

One objection was received from the Bloomsbury Conservation Area Advisory Committee. The proposals have been amended to overcome concerns about the amount of signage. The works would preserve the character and appearance of the conservation area and would not cause harm to the host building. The proposals are considered to be acceptable.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposal is in general accordance with policies D2 and D4 of the Camden Local Plan 2017, 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