

Application ref: 2023/2306/A
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Date: 6 July 2023

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A&Q Partnership (London) Ltd
The Lux Building
2-4 Hoxton Square
London
N1 6NU

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
39 Tottenham Court Road
London

W1T 2AR

Proposal:
Display of externally illuminated signs above and around the new ATMs

Drawing Nos: Location Plan at 1:1250; Site Plan at 1:500; 21035 076 PA 01; 21035 076 PA 03; 21035 076 PA 04; 21035 076 PA 10; 21035 076 PA 21; 21035 076 PA 23; 21035 076 PA 24; Reasonable Exception Statement; Heritage Statement 21035 076 PA210, dated September 2022; Design & Access Statement 21035 076 PA110, dated April 2023.

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

Advertisement consent is sought for the display of externally illuminated shroud signs above and around 2x replacement ATMs.

The proposed signage is considered to be acceptable given its siting, size, design, materials, methods of illumination and luminance levels. The signs would have suitable luminance levels (no higher than 500 cd/m²). The proposed signage would therefore preserve the street scene and wider character of the commercial area, and is acceptable.

It is not considered that the proposed signage would cause undue harm to amenity and neither is it considered that the proposed advertisements would cause harm to public safety, including vehicular traffic and pedestrian traffic.

No objections have been raised in relation to the works. The application site's planning history and relevant appeal decisions were taken into account when coming to this decision.

As such, the proposal is in general accordance with Policy 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