

Application ref: 2023/1931/A
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CBRE Ltd
Henrietta House
Henrietta Place
London
W1G 0NB

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Maple House
149 Tottenham Court Road
London
W1T 7NF

Proposal:

Display of non-illuminated building name (Maple) fascia signs at North, West and East Elevations, also with building number to glazing on front (West elevation) and non-illuminated building name (Maple) in-floor at corner of Tottenham Court Road and Beaumont Place

Drawing Nos: Site Location Plan 20024-AL [00]_001 P02, [00]_101 P01, [00]_200 P02, [00]_201 P02, [24]_200 P01. [21]_210 P02, [00]_210 P02, [00]_211 P02, [00]_212 P01, [24]_210 P03, AA [91] 404 P01.

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:

The proposed signage is considered acceptable in terms of scale, design, materials and positioning, and will preserve the character and appearance of the host building, wider streetscape or neighbouring conservation areas. The lack of illumination is welcomed.

The works would involve installation of non-illuminated fascia signs to the West, North and East elevations displaying the building name 'Maple'. The lettering for signage has been designed to be in keeping with the style of the host building, at an appropriate scale, which is welcomed.

At the pavement to the front of the property, beneath the under-croft, near the corner of Tottenham Court Road and Beaumont Place; a floor-set sign shall be installed flush to the pavement surface. This stainless steel lettering shall match the design of the new proposed fascia signs and shall highlight the main entrance to the Office reception. This is considered acceptable here.

To the rear ramp entrance, mosaic tiles shall indicate appropriate entrances for both vehicular and pedestrian/ cycle access. This design approach is considered to improve the appearance of a previously neglected façade.

The proposal is not considered to cause any harm to public highway safety or residential amenity.

The site's planning and appeals history has been 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, and with the London Plan 2021 and the National Planning Policy Framework 2023.

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 positioned above the printed name and title of the signatory.

Daniel Pope
Chief Planning Officer