

Application ref: 2023/3499/A
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Iceni Projects
44 Saffron Hill
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EC1N 8FH

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

64 Tottenham Court Road
London
W1T 2ET

Proposal: Display of 2 x externally illuminated projecting signs (1 x sign to be located at fascia level of each elevation), 1 x non-illuminated folded aluminium signage box (1 x sign to be located at fascia level to chamfered corner), and 2 x non-illuminated lettering signage (1 x sign to be located at fascia level of each elevation).

Drawing Nos: Covering Letter (prepared by Iceni); Design Statement (prepared by Harrison); Heritage Statement (prepared by Iceni); 5382/00/B; 5382/01/A; 5382/02/C; 5382/03/D; 5382/04/B; 5382/05-1/F; 5382/05-2/B; 5382/05-3/*.

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 proposal is for the display of two externally illuminated projecting signs, one non-illuminated signage box to the chamfered corner, and two non-illuminated sets of lettering, all at fascia level to the existing shopfront. The details of the works to the listed building are covered by an associated application for listed building consent, ref. 2023/3481/L.

The proposed signage is considered to be acceptable in terms of its size, design, materials, and positioning. The method of illumination is external and matches the style of the existing lighting to the shopfront. It should be noted that the fascia level is externally illuminated at various points, which will be re-lamped - however, no new lighting is proposed other than at the projecting signs. The lighting is considered appropriate for the context of the conservation area and the listed building, and for the site's prominent position in a busy commercial area. The fascia signage is subordinate and located at an appropriate height.

The proposals would not be harmful to visual amenity nor pedestrian and vehicular safety.

The Charlotte Street Association initially objected to the proposal due to the proposed signage to the shopfront. However, this was due to a misunderstanding regarding the drawings and assumption that more projecting signage was being proposed at the chamfered corner, which is not proposed. Following this being explained to the Charlotte Street Association, the group withdrew their objection. No other objections were received. The site's planning history has been taken into account when arriving at this decision.

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.

Special regard has been attached to the desirability of preserving the listed building, its setting and its features of special architectural or historic interest, under s.66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

As such, the proposal is in general accordance with Policies D1, D2, and D4 of the London Borough of Camden Local Plan 2017. The proposed development also accords 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 written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer