

Application ref: 2019/5105/A  
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**Development Management**  
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Route One Planning  
19 Park Street  
London  
CR0 1YD

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**56 Goodge Street**  
**London**  
**W1T 4NB**

Proposal:  
Display of 1x externally illuminated projecting sign, 1x externally illuminated fascia sign, and 1x shopfront vinyl print. (Retrospective)

Drawing Nos:  
Site location plan; ID-01-300.1; ID-01-300.2; Design and Access Statement (September 8th 2019).

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.

- 6 No additional illumination shall be added to the advertisement displays whatsoever. The illumination hereby permitted shall not be intermittent or flickering, and shall not exceed 300 cdm-2.

Reason: To protect amenity and public safety, and preserve the appearance of the listed building and the conservation area, in accordance with Policies A1, D2, and D4 of the Camden Local Plan 2017.

#### Informative(s):

- 1 Reasons for granting consent:

The application is one of three applications for retrospective permission for works to the commercial ground floor (and basement) unit - 2019/4720/P for planning permission; 2019/5591/L for listed building consent; and 2019/5105/A for advertisement consent. These seek to regularise works for painting the existing modern shopfront, provide new signage on the existing shopfront, and for some internal works and reconfiguration to the commercial unit. There are several permissions granted in the past for replacement shopfronts and advertisements. The associated enforcement case has been closed because it was not considered appropriate to take formal action.

The works to the shopfront are minimal. They adapt an existing shopfront by painting, retiling a step, and providing new advertisements. The retained shopfront has no real positive interest to the building or area apart from generally following the proportions of its neighbours with a fascia and glazing dividers suggesting a low stallriser. The painting and retiling preserves this and so does not harm the significance of the building or conservation area.

The previous advertisements included a canopy, a painted fascia with internally illuminated individual letters on it, and an internally illuminated projecting sign. The previous projecting sign was mounted on the wall at first floor level, above the fascia. The new advertisements are an improvement on the previous ones. The fascia is retained as a simple painted sign, but now with cut-out lettering applied to the fascia. It is externally illuminated with a slimline trough light which is more subtle and appropriate for the historical character of the building and the conservation area, in line with policy and guidance. The new slimline and top-hung projecting sign has been lowered and is now mounted within the fascia. This is also externally illuminated which is more appropriate for the building and area. The vinyl would just be applied directly to the glass. Overall, these external works are an improvement and enhance the special character and appearance of the building and conservation area, but only to a very small degree. The minimal changes also have no detrimental impact on amenity or public safety.

Although the building is listed, many works and partitions have been added over the years to the ground floor and basement, and the internal commercial fitout does not generally contribute to the building's significance. Any positive contribution the internal lower floors make in this respect are limited to general proportions and retained structural elements. Most of the significance of the building stems from its history as a mid-eighteen century house and the well-preserved architectural elements on the upper floors, as well as the ground floor residential entrance area. The works do not affect these elements.

In the commercial unit, the wall nibs and structural elements are all retained under this listed building application. The internal works are limited to ones of general reversible and cosmetic refurbishment of what were modern fitout elements. The works include recladding the internal kitchen walls, relaying replacement vinyl flooring, and upgrading previous extraction systems. These internal works of refurbishment do not harm the significance of the listed building and support its ongoing viable use.

Special regard has been had to the desirability of preserving the significance of the Conservation Area, and the listed building and its setting, under sections 16, 66, and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended.

No objections have been received prior to making this decision and the planning history was taken into account. The proposed development is in general accordance Policies A1, D1, D2, D3, and D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the NPPF.

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 2023.

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 centered on the page.

Daniel Pope  
Chief Planning Officer