

Application ref: 2024/0237/A  
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Date: 2 February 2024

**Development Management**  
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J Butterworth Planning  
71-75 Shelton Street  
London  
WC2H 9JQ  
United Kingdom

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**28 Basement And Ground Floor**  
**Goodge Street**  
**London**  
**W1T 2QQ**

Proposal:

Externally illuminated fascia sign (strip light), projecting sign and awning  
Drawing Nos: Planning & Heritage Cover Letter dated 22 January 2024 prepared by J Butterworth Planning; 577-28GST-002 Rev P1, 577-28GST-020 Rev P1, 577-28GST-022 Rev P1, 577-28GST-100 Rev P1, 577-28GST-200 Rev P1, 577-28GST-500 Rev P1.

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 The advertisement display shall be statically illuminated via an external lightstrip and the intensity of the illumination shall not exceed 3000K during the day and hours of darkness.

Reason: To ensure that the advertisement does not harm the character and appearance of the area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies D4, D2, A1 and T1 of the Camden Local Plan 2017.

#### Informative(s):

- 1 Reasons for granting permission:

The proposed signs are acceptable in size, number, position and luminance levels. The signage will be lit via an external light strip with a maximum illumination level of 3000K and only provide lighting to the fascia sign. A condition is imposed to ensure that the luminance levels are not exceeded. The advertisements would appear as subordinate to the host building, given the size of the adverts and the scale of the building, and would not dominate the elevation. Given the commercial and neighbourhood centre character of the immediate vicinity, the adverts are acceptable within the streetscene.

A retractable canvas awning is proposed which sits 2.45m above the natural

ground level, projects 1.5m, and sits below the proposed fascia. The awning will not be out of place and will fit in the commercial setting due to the street scene consisting of multiple awnings of similar scale.

The proposal would not impact amenity in terms of light spill or outlook, nor would it harm pedestrian or vehicular safety. The proposal therefore raises no public safety concerns. The application site's planning history was taken into account when coming to this decision. The proposal would preserve the character and appearance of the conservation area overall. The council has had special regard to the desirability of preserving or enhancing the character and appearance of the Conservation Area.

As such, the proposed development is in general accordance with policies D1, D2, and D4 of the 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 blue rectangular background.

Daniel Pope  
Chief Planning Officer