

Application ref: 2024/0739/A  
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Date: 25 April 2024

**Development Management**  
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Mr Rob Bowen  
31-32 Monument Business Park  
WarpsGrove Lane  
Chalgrove  
OX44 7RW

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:  
**13 Goodge Street**  
**London**  
**W1T 2PG**

Proposal:  
Display of internally illuminated fascia and projecting signs on shopfront..

Drawing Nos: 01 to 04 (inclusive).

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 to be acceptable in terms of its size, design, location, methods of illumination and luminance levels, such that the character and appearance of the host building, streetscene and wider Charlotte Street Conservation and Fitzrovia Neighbourhood Areas would be preserved.

Though internally illuminated signs would not normally be acceptable within a conservation area, in this particular instance, the internally illuminated lettering/logo would be suitably sized with appropriate luminance levels (no higher than 425 cd/m<sup>2</sup>) and with only the lettering/logo being directly illuminated (the background of the signs remaining mainly non-illuminated).

The proposed signs would not obscure any architectural or historic features of the building. Additionally, they would not be harmful to pedestrians or vehicular safety in accordance with the Camden Planning Guidance, nor would they have any adverse impact on neighbouring amenity. As such, the proposal is acceptable.

The site's planning and appeal history has been taken into account when coming to this decision. No objections have been received.

As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, 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