

Application ref: 2023/4289/A
Contact: Edward Hodgson
Tel: 020 7974 8186
Email: Edward.Hodgson@camden.gov.uk
Date: 29 April 2024

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Turley
Brownlow Yard
12 Roger Street
London
WC1N 2JU

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

The Heals Building
196 Tottenham Court Road
London
W1T 7LQ

Proposal:

Display of 2no. internally illuminated signs to entrance canopy on Torrington Place; 2no. non-illuminated hanging signs and 1no. hand-painted sign on loading bay on Alfred Mews

Drawing Nos: 1215_ED-02_Ex-PL1, 1215_ED-02-PL1, 1215_ED-03_Ex-PL1, 1215_GE-03_Ex-PL1, 1215_ED-03-PL1, 1215-GE-03-PL1, 5456_PL_00_100_01, 5456_PL_200_01, 5456_PL_00_300_01, 5456_PL_00_400_01, 5456_PL_00_420_01, 5456_PL_01_100_01, 5456_PL_01_200_01, 5456_PL_01_300_01, 5456_PL_01_400_01, 5456_PL_01_420_01, 5456_PL_12_100_01, 5456_PL_12_200_01, 5456_PL_12_300_01, 5456_PL_12_400_01, 5456_PL_12_420_01, 5456_PL_71_600_01, Heritage Statement, Design and Access Statement, 12_15_ED_06_PL2, 12_15_ED_05_PL2, 12_15_ED_02_PL2,

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):

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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 positioned above the printed name.

Daniel Pope
Chief Planning Officer