

Application ref: 2024/2220/A  
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**Development Management**  
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Muhu Architecture  
5th Floor  
167-169 Great Portland Street  
London  
W1W 5PF

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:  
**47 Goodge Street**  
**London**  
**W1T 1TD**

Proposal:  
Advertisement consent for new fascia signage, hanging signage and proposed awning.

Drawing Nos:  
MA24/SBGS/08 Rev00; MA24/SBGS/09 Rev00; MA24/SBGS/05 Rev00; MA24/SBGS/04 Rev00; Location Plan 1:1250

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 proposal is for the installation of replacement signage consisting of new fascia signage, hanging signage and proposed awning. The building is not listed but it is situated within the Charlotte Street Conservation Area.

Currently the ground floor unit features a white fascia board with lettering. The proposed new signage would comprise a naturally finished timber fascia panel with internally illuminated white lettering. A round internally illuminated projecting sign will also be installed measuring 60cm across and will feature the logo of the business.

The size, siting and design of the signage would be considered appropriate on the building, and would not detract from the overall character or appearance of the host building or Conservation Area. The internally illuminated lettering and projecting sign would be accommodated within the existing area occupied by timber fascia panel directly above the ground floor windows of the building and would be of an appropriate size and materials such that it would preserve the visual amenity of the building and would not be to the visual detriment of the Conservation Area.

By virtue of their nature and location, the proposals are acceptable in amenity terms and will not unduly impact the amenity of neighbouring residential occupiers.

No objections were received prior to the determination of the application. Charlotte Street CAAC were consulted but did not comment. The planning history of the site has been taken into account when coming to this decision.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the Charlotte Street 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.

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

Daniel Pope  
Chief Planning Officer