

Application ref: 2024/3703/A
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Tanfield Tye
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
158-159
Tottenham Court Road
London
W1T 7NH

Proposal: Display of 2x internally illuminated hanging signs and 2 x internally illuminated column sign.

Drawing Nos: site location plan; 3409/PL/01 (Existing Plans); 3409/PL/02 (Proposed Plans); 3409/PL/03 (Proposed Signage Details); Design and Access Statement.

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 proposed signage hereby approved shall be limited in illumination to 500 cd/m² and the illumination shall be static in nature.

Reason: To protect local amenity in accordance with policies A1 and D4 of the Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting advertisement consent:

The proposal involves the display of two internally illuminated hanging signs made of powder-coated aluminium with acrylic text, as well as two internally illuminated column signs with black powder-coated aluminium and acrylic fronts for the "BoConcept" store.

The dimensions of the hanging signs would be 900mm from the side elevation of the shop, with a sign size of 450mm x 600mm and a board depth of 24mm, positioned 2575mm from the ground level. Regarding the column signs, the dimensions of the font would be 600mm in length, 100mm in height, and 30mm in depth, with the sign measuring 1300mm from the ground level.

The proposed signage is considered to be appropriate in the context of the host building and would not dominate the elevation. The proposal would be acceptable

in terms of the size, design, materials, location, and method of illumination of the proposed signage, such that the character and appearance of the host building, streetscene and wider Bloomsbury Conservation and Fitzrovia East Neighbourhood Areas would be preserved.

The projecting sign is modestly sized and appropriately positioned. Although 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/m²), and only the lettering/logo would be directly illuminated, with the background of the signs remaining mainly non-illuminated.

The level of illuminance should be carefully controlled to ensure it does not exceed acceptable standards for both day and night-time operation and this can be secured by condition. The lighting is designed to prevent any undue glare, light spillage, light pollution or disruption to neighboring properties, road users, or the general public.

Despite the site's location within the Bloomsbury Conservation Area, the method of internal illumination is considered appropriate, given the site's location within a commercial area and on a prominent and busy high street. The proposed signage would not obscure any architectural or historic features of the building. Additionally, it would not be harmful to pedestrian or vehicular safety in accordance with the Camden Planning Guidance, nor would it have any adverse impact on public safety or neighbouring amenities.

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

As such, the proposed development is in general accordance with Policies A1, D1, D2 and D4 of the London Borough of 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 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 blue rectangular background.

Daniel Pope
Chief Planning Officer