

Application ref: 2024/3720/A  
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Date: 9 October 2024

**Development Management**  
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Lichfields  
The Minster Building  
21 Mincing Lane  
London  
EC3R 7AG

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**15 Fitzroy Street**  
**London**  
**W1T 4BQ**

Proposal:  
Display of internally illuminated fascia sign on front elevation.

Drawing Nos: 8701-COB-ZZ-XX-DR-X-0010 Revision B; 21063-SQP-ZZ-ZZ-DR-A-PL111 Revision P03; 21063-SQP-ZZ-ZZ-DR-A-PL112 Revision P05; 21063-SQP-ZZ-ZZ-DR-A-PL213 Revision P03; 21063-SQP-ZZ-ZZ-DR-A-PL213 Revision P04; Cover Letter dated 4 October 2024.

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 application relates to a building that was given planning permission on 31st May 2019 and is nearing completion for the "construction of a two storey rooftop extension to Block B to create additional office (Class B1) floorspace, reconfiguration and alterations to the existing main entrance, atrium and external façade, creation of roof terrace and replacement of rooftop plant" (2019/2198/P). It is not in a Conservation Area.

The proposal is for the display of one internally illuminated fascia sign on the front elevation. The number "15" would consist of thick satin stainless steel built up lettering. Following our advice, a revision was received to amend the level of luminance to 600cd/m<sup>2</sup> for the sign.

The proposed signage would not obscure or damage any architectural or features, nor would it be harmful of the host property, nor detract from the character and appearance of the building.

Additionally, the proposed signage would not have any adverse impact on the public highway nor be harmful to public safety in accordance with the Camden

Planning Guidance and would not have any adverse impact on public amenity.

Overall, therefore, the proposed signage is considered to be acceptable in terms of its size, design, materials, location, luminance levels and methods of illumination.

The site's planning and appeals 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 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 blue rectangular background.

Daniel Pope  
Chief Planning Officer