

Application ref: 2024/4126/A
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Date: 11 November 2024

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CBRE Ltd
Henrietta House
Henrietta Place
London
W1G 0NB

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Maple House
149 Tottenham Court Road
London
W1T 7NF

Proposal: Replacement of existing signage to office entrance.

Drawing Nos: LOCATION PLAN MH647-MSL-XX-XXX-DR-A-PL000, EXISTING GROUND FLOOR REFLECTED CEILING PLAN MH647-MSL-XX-XXX-DR-A-PL010, EXISTING WEST ELEVATION MH647-MSL-XX-XXX-DR-A-PL020, EXISTING NORTH ELEVATION MH647-MSL-XX-XXX-DR-A-PL021, EXISTING SIGNAGE & SOFFIT DRAWINGS MH647-MSL-XX-XXX-DR-A-PL030, PROPOSED SIGNAGE & SOFFIT DRAWINGS MH647-MSL-XX-XXX-DR-A-PL130 rev PL02, PROPOSED NORTH ELEVATION MH647-MSL-XX-XXX-DR-A-PL121 rev PL02, PROPOSED WEST ELEVATION MH647-MSL-XX-XXX-DR-A-PL120 rev PL02, PROPOSED GROUND FLOOR REFLECTED CEILING PLAN MH647-MSL-XX-XXX-DR-A-PL110 rev PL02, DESIGN & ACCESS STATEMENT by MoreySmith dated 18th September 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 The proposal regards the office entrance to the north-western corner of the property near the junction of Tottenham Court Road and Beaumont Place. The works would replace the existing building name signage on the western and northern facades and replace the soffit lighting above the pavement on Tottenham Court Road. The works are designed to highlight the office entrance and improve its visibility. The property is not within a Conservation Area, but it sits adjacent to the Fitzroy Square Conservation Area on the other side of Tottenham Court Road.

The new lettering would be very similar in size to the existing and similar in placement. The lettering would be of dark grey metal finish and would be backlit. The new lightbox soffit would be a patterned perforated mesh. A previous revision would have projected signage further out over the pavement which has been subsequently revised in response to highways concerns.

The Council's Transport Officer has reviewed the proposal and is satisfied that now the projecting element has been removed there would not be any negative

highways impacts.

Due to the nature of the works proposed, no material harm to in terms of loss of light, noise, privacy or outlook to the amenity of surrounding properties is expected.

Given these factors, it is considered that the proposals would cause no undue harm to the visual amenity of the host building, streetscene and wider area.

The signage would not harm the amenity of neighbouring occupiers in terms of outlook. The design is in accordance with the Design CPG, would not be hazardous to vehicular or pedestrian traffic and does not raise any public safety concerns.

No objections have been received prior to making this decision and the site's planning history was considered in the determination of this application.

As such, the proposed development is in general accordance with policy D4 of the 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 the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

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