

Application ref: 2025/0211/A  
Contact: Fast Track TY  
Tel: 020 7974 2687  
Email: [Tony.Young@camden.gov.uk](mailto:Tony.Young@camden.gov.uk)  
Date: 19 February 2025

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

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

Firstplan  
Broadwall House  
21 Broadwall  
London  
SE1 9PL

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**237-247 Tottenham Court Road**  
**London**  
**W1T 7QP**

Proposal:

Display of 2 x internally illuminated projecting signs on the Tottenham Court Road (west) elevation.

Drawing Nos: 040000\_P00, 040001\_P00, 041000\_P00, 043000\_P00, 043001\_P00, 063000\_P01, 063001\_P01, 069000\_P01, 201000\_P00; Cover letter (including Planning and Heritage Statement & Fire Safety Statement) from Firstplan (ref. 24319/MS/gc/dm) dated 17/01/2025.

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:

It is firstly noted that there is no signage or advertisement strategy agreement in place for this recently developed site as confirmed by the applicant.

The proposed display of 2 x internally illuminated projecting signs is considered to be acceptable in terms of their size, design, locations, method of illumination and luminance levels, and would preserve the character and appearance of the host building, streetscene and wider Fitzrovia East Neighbourhood Area, and are acceptable.

Though internally illuminated signs would not normally be acceptable in this location, in this particular instance, the signs would be suitably sized with appropriate luminance levels for logo only (no higher than 600 cd/m<sup>2</sup>) with the background of signs remaining non-illuminated and they would appear in keeping with the appearance of existing commercial high street environment where signs of this kind are commonplace.

The proposed signage would not obscure or damage any architectural features, nor would it be harmful to pedestrians or vehicular safety in accordance with

Camden Planning Guidance, and would not have any adverse impact on neighbouring amenity.

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 Fitzrovia Area Action Plan (Part 3: Visions and Objectives) 2014, the London Plan 2021 and the National Planning Policy Framework 2024.

- 2 2 x non-illuminated brass cut lettering signs displayed externally above entrance doors and various signs displayed internally behind shopfront glazing as shown on the submitted drawings are considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Classes 5 and 12 respectively of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore, do not require formal determination by the Council in the form of an advertisement consent application.

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



Daniel Pope  
Chief Planning Officer