

Application ref: 2024/5080/A
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Date: 4 March 2025

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Firstplan
Broadwall House 21
Broadwall
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
74 Charlotte Street
London
W1T 4QH

Proposal:

Installation of retractable awning with printed signage and freestanding internally illuminated menu box.

Drawing Nos: (PL)01, (PL)02-A, (PL)03-C, (PL)04-C, (PL)05-A, (PL)06, Cover Letter and Supporting 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.

Informative(s):

- 1 Reasons for granting permission/consent-

The application site comprises a mid-terrace four storey converted Georgian town house located on the east side of Charlotte Street between Chitty Street and Tottenham Street and the associated two storey mews building located on Charlotte Mews. The site lies within Charlotte Street Conservation Area and the building is not listed.

The proposal is for a new manually retractable fabric awning of plain off-white canvas situated above the existing front windows. The awning includes the display of the address by way of printed signage on the valance with no branding proposed on the top side. The proposed signage is considered acceptable in terms of its size, design, materials, and location. The awning is of a sufficient height to ensure it would not impact on pedestrian movement.

In addition, a new freestanding internally illuminated wooden menu box supported by a bent black metal frame is proposed. The menu box will have suitably low illuminance levels by obscured LED strips, warm white 500 cd/m².

The proposal is considered to preserve the character and appearance of the Charlotte Street Conservation Area. Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the

Conservation Area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

The proposal would not cause any adverse impacts on public safety or on the amenity of adjoining residential occupiers in terms of loss of light, outlook, or privacy.

No objections have been received prior to making this decision. The planning history of the site has been taken into account when coming to this decision. An associated planning application was submitted for this same site for the proposed alterations to shopfront including replacement door and 2 x decorative wall lights. The council granted permission on 5 February 2025 under planning application reference 2024/5030/P.

As such, the proposed development is in general accordance with policies, D1, D2, D4 and T1 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2024.

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', written in a cursive style.

Daniel Pope
Chief Planning Officer