

Application ref: 2025/0555/A
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Technical Signs
Hille Business Centre
132 St Albans Road
Watford
WD24 4AE

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
105 Tottenham Court Road
London
W1T 4TT

Proposal:
Display of 1 x internally illuminated projecting sign.

Drawing Nos: Site location plan; (597018-)1, 2, 3.

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 advertisement consent was granted in 2013 (ref. 2013/1532/A) for the display of 6 x internally illuminated projecting signs on each of the ground floor retail units that occupied the wider commercial frontage in which the current application site is located. The approved projecting signs in that previous case had an internal method of illumination with only the logo and individual letters to be fully illuminated, similar to that which is proposed in this current application, along with a comparable size and position.

As such, the display of a proposed internally illuminated projecting sign as a replacement sign is also considered to be acceptable within the current context in terms of its size, design, location, method of illumination and luminance level (no higher than 200 cd/m²), and would preserve the character and appearance of the host building, streetscene and wider Fitzrovia East Neighbourhood Area.

Furthermore, the proposed sign 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 An internally illuminated fascia lettering sign displayed internally behind shopfront glazing as shown on the submitted drawings is considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 12 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore, does 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