

Simons Group
991 Doddington Road
Lincoln
East Midlands
LN6 3AA

Tel 020 7974 4444
Fax 020 7974 1930
Textlink 020 7974 6866

planning@camden.gov.uk
www.camden.gov.uk/planning

Application Ref: **2012/0919/A**
Please ask for: **Carlos Martin**
Telephone: 020 7974 2717

28 June 2012

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Part Granted/Refused

Address:
**220-224 TOTTENHAM COURT ROAD
LONDON
W1T 7PZ**

Proposal:
Display of one internally illuminated fascia sign and two internally illuminated projecting signs to front elevation on Tottenham Court Road.

The Council has considered your application and decided the following:

Drawing Nos: Site location plan; 130-020-001; 5442/A1/201_3; A3/202323; 20.20; 12-021; 12-022; 12-023; 12-030; 12-033; 12-041.

a) to **GRANT CONSENT** for:

Display of two internally illuminated projecting signs to front elevation on Tottenham Court Road.

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.

b) to **REFUSE CONSENT** for:

Display of one internally illuminated fascia sign to front elevation on Tottenham Court Road.

Reasons for Refusal

- 1 The fascia sign, by reason of its location and inappropriate depth, is overly dominant and causes harm to the character and appearance of the host building, the streetscene and the Bloomsbury Conservation Area, contrary to policies CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy and policies DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

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