

Katya Samokhvalova  
MRPP  
21 Buckingham Street  
London  
WC2N 6EF

Application Ref: **2015/0061/A**  
Please ask for: **Raymond Yeung**  
Telephone: 020 7974 **4546**

19 February 2015

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**Tesco Metro**  
**10 Goodge Street**  
**London**  
**W1T 2QB**

Proposal:

Installation of 1 x static internally illuminated fascia, 1 x static internally illuminated TV media signage, and 2 x non-illuminated signs and 1 x static internally illuminated projecting sign to existing shopfront (class A1).

Drawing Nos: Existing; Drawing 1,2, 3

Proposed; Drawing 4,5A,6A,7A,8A,9.

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 Reason for granting.

The proposed three illuminated and two non-illuminated fascia signs and illuminated projecting sign are considered appropriate in terms of size, design, level and method of illumination and location, and would therefore conserve the character and appearance of the conservation area.

Signs 3, 4 and 5 below the proposed hatch on the initial proposed plans were revised during the process of the application from illuminated to non-illuminated and the current proposal sees the removal of sign 3. As such, the proposal is considered acceptable due to minimising the impact on appearance to this prominent corner location. Signs 4 and 5 are considered acceptable as they are low lying and suitable alongside the hatch and background of the shop frontage within the commercial street and are not illuminated.

The proposal will not impact on the neighbours' amenity nor would it be harmful to pedestrians' safety. No objections were received on this application. The site's planning history has been taken into account when coming to this decision. This decision relates to the advertisements only, a separate decision notice will be issued for the shopfront alterations application.

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 Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4 and 7.6 of the London Plan 2011; and paragraphs 14, 17, 56-67 of the National Planning Policy Framework.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'Ed Watson', written in a cursive style.

Ed Watson  
Director of Culture & Environment