

Mr M Morris
Thames contracts Ltd
707 High Road London
N12 0BT

Application Ref: **2014/7976/A**
Please ask for: **Neil Luxton**
Telephone: 020 7974 **6552**

19 June 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
177 Tottenham Court Road London Camden W1T 7NY

Proposal:
Display of replacement fascia signs to shop.
Drawing Nos: Site Location Plan; 2420C

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.

The proposed fascia sign would be acceptable in the context of a contemporary building in a busy town centre commercial location. The sign in terms of its size and prominence would be comparable to the existing fascia sign and to the signage found on neighbouring commercial premises. The internal illumination of both the background and letters is acceptable in its context. The level of illumination is under 1000 candelas as per guidance. The fascia would be at an acceptable height above ground to prevent safety issues.

With respect to the projecting sign this would be modest in size. Its contemporary style would be in keeping with the building and the wider streetscene. The method of illumination and level would both be acceptable. The clearance height above ground level of the projecting sign would be acceptable.

As such the proposed development is in general accordance with policies CS7 and CS14 of the London Borough of Camden Local Development Framework Core Strategy and policies DP24, DP25, DP26 & DP30 of the London Borough of Camden Local Development Framework. The proposal also accords with policies 7.4 & 7.6 of The London Plan March 2015, consolidated with alterations since 2011 and paragraph 56 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', with a stylized flourish at the end.

Ed Watson
Director of Culture & Environment