

Mr S S Basuta
58 Station Road
Langley
Slough
Berks
SL3 8BT

Application Ref: **2016/0463/A**
Please ask for: **Darlene Dike**
Telephone: 020 7974 **1029**

21 March 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Unit B
260 Tottenham Court Road
London
W1T 7RF**

Proposal:

Display of 1 x internally illuminated projecting sign (retrospective) and 1 x internally illuminated fascia sign.

Drawing Nos: Site Location Plan; Existing Plan & Elevations; New Front Internally Illuminated Sign; 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 advertisement consent.

The proposed internally illuminated fascia sign and retained internally illuminated projecting sign are considered acceptable in terms of their size, design, method of illumination and location and would be in keeping with their setting on the heavily commercial streetscape of Tottenham Court Road. The proposals will not impact on neighbour's amenity nor will they be harmful to either pedestrians or vehicular safety.

Consent only relates to the advertisements mentioned above and it should be noted that permission is not granted for the roller shutter shown on existing and proposed drawings, which is subject to enforcement action. Similarly consent is not granted for the A-Boards present on the pedestrian highway fronting the site at the time of the site visit, nor the additional 'Bureau de Change' sign that sits above the projecting sign for which permission is sought under this scheme.

The site planning history and relevant enforcement have been taken into account when coming to this decision. One objection was received prior to making this decision, which has been duly factored within the consultation summary.

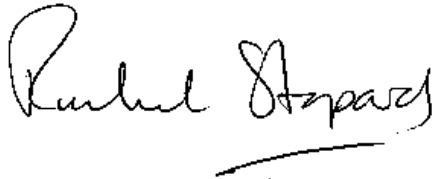
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords the Fitzrovia Area Action Plan and with policies 7.4 and 7.6 of the London Plan 2015, consolidated with alterations since 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 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard
Director of Culture & Environment