

Miss Rebecca Hurst
Pegasus Planning Group Ltd
First Floor
South Wing Equinox North
Great Park Road
Almondsbury
Bristol
BS32 4QL

Application Ref: **2016/5146/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

31 October 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
264-267 Tottenham Court Road
London
W1T 7RQ

Proposal: Display of an externally illuminated (trough-lit) projecting sign, installation of 4 canvas retractable awnings, and 8 non-illuminated banner signs supported by 10 free-standing posts.

Drawing Nos: (LON.0764_) 01, 02; 100, EA181-16-01, (FIV144-) A211E, A410F; (MM-0816-)49B, 50B, 51B, 52B, 59B; and Planning, design & access statement (ref. LON.0764).

The Council has considered your application and decided to grant consent subject to the following conditions:

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.

Informatives:

- 1 Reasons for granting advertisement consent:

The proposals involve the display of:

(1) an externally illuminated (trough-lit) projecting sign mounted at the front of the premises towards the northern end of the shopfront;

(2) 4 retractable awnings (each approximately 1.8m long by 1.1m wide) made of a traditional canvas fabric, black in colour with applied white lettering along the edge, and concealed within a standard awning box;

Given that 4 separate awnings are proposed (and not a single awning) and the height and position that they would be fixed, it is considered that they would retain the characteristic rhythm and appearance of the parade with its distinct and separate recessed arches and doorways/windows beneath. At approximately 2.7m in height above the external seating area and 1m in depth from the building when fully extended, they would also be more than sufficient distance from the pavement edge so as not to be harmful to public or vehicular safety; and

(3) 8 non-illuminated banner signs (measuring between 1135mm to 1535mm wide by 845mm high) mounted on 10 free-standing, non-fixed stainless steel posts, such that the height of each banner above ground level would be no greater than 1025mm. All banner signs would be confined to the public highway at the front of the premises.

The proposed signs are all considered to be acceptable in terms of their size, form, design, footprint, materials, colour and method of illumination, and would not have any adverse impact on the neighbouring amenity, nor would they be harmful to pedestrians on the public highway or public and vehicular safety in accordance with the Camden Planning Guidance. Furthermore, the proposed signage and posts would not obscure any significant architectural features or otherwise visually harm the appearance of the building, and would enhance the street scene, character and appearance of the Bloomsbury conservation area, and as such, are considered to be acceptable.

Concerns were initially raised with regard to the proposed display of an illuminated fascia sign. This sign has now been removed from the proposals and drawings.

The site's planning and appeal history has been taken into account when coming to this decision. No objections have been received in relation to the proposals.

Special regard has been attached to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses, 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 and CS14 of the London Borough of Camden Local Development Framework Core Strategy 2010; and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies 2010, London Plan 2016 and National Planning Policy Framework 2012.

- 2 The applicant is advised that proposals to display internal signage as shown in the approved documentation and drawings are 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 do not require formal determination by the local authority by way of an advertisement consent application.
- 3 The applicant is strongly discouraged from proceeding with proposals also shown on the approved drawings but which do not require planning permission or advertisement consent, namely, painting the existing grilles in a red colour and the inclusion of LED strip lighting. The whole parade of shopfronts in which the property is located are consistent and uniform in appearance in so far as all the arches are identical in terms of being non-illuminated and with the same dark brown colour grilles. Any advertising, other than projecting signage, is housed internally behind glazing or displayed on non-illuminated breeze screens. This is a particular characteristic of the parade and an appearance that the Council would

seek to retain, especially given the open and prominent position of the site within Tottenham Court Road and the Bloomsbury Conservation Area.

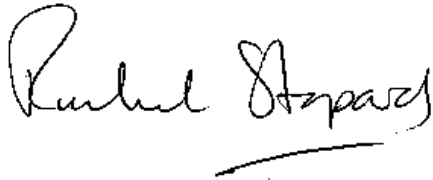
- 4 Your attention is drawn to the need to obtain written permission/consent of any owner(s) of the land as necessary to place any amenities (e.g. tables and chairs, etc.) on the public highway in line with the Highways Act 1980 and the Council's licensing policy. You are therefore advised to contact the Council's Customer Support Team, Town Hall, Argyle Street WC1H 8EQ, (tel: 020 7974 4444).
- 5 This consent is without prejudice to, and shall not be construed as derogating from, any of the rights, powers, and duties of the Council pursuant to any of its statutory functions or in any other capacity and, in particular, shall not restrict the Council from exercising any of its powers or duties under the Highways Act 1980 (as amended). In particular your attention is drawn to the need to obtain permission for any part of the structure which overhangs the public highway. Permission should be sought from the Council's Engineering Service Network Management Team, Town Hall, Argyle Street WC1H 8EQ, (tel: 020 7974 2410) or email highwayengineering@camden.gov.uk.

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
Executive Director Supporting Communities