

Mr Peter Griffiths  
Planning Potential Ltd.  
Magdalen House  
148 Tooley Street  
London  
SE1 2TU

Application Ref: **2016/5201/A**  
Please ask for: **Tony Young**  
Telephone: 020 7974 **2687**

30 November 2016

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**227-228 Tottenham Court Road**  
**London**  
**W1T 7QF**

Proposal:

Display of 2 internally illuminated (lettering and logo only) projecting signs on Tottenham Court Road and Store Street elevations.

Drawing Nos: E3.0 (issue 1 - dated 08/10/2016), S0.0 (issue 2 - dated 27/10/2016), A3.0 (issue 2 - dated 27/10/2016), A5.0 (issue 2 - dated 28/11/2016).

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 proposed display of 2 internally illuminated (lettering and logo only) projecting signs on Tottenham Court Road and Store Street elevations are considered to be acceptable in terms of their size, design, method of illumination and location and will not have any adverse impact on the neighbouring amenity, neither will they be harmful to pedestrians or vehicular safety in accordance with the Camden Planning Guidance. As such, the signage is considered to enhance the street scene, as well as, the character and appearance of the Bloomsbury conservation area, and is therefore considered to be acceptable.

Concerns were initially raised with regard to the proposed grouping of both signs in close proximity to each other around the main entrance at the junction of Tottenham Court Road and Store Street in so far as this might contribute to visual clutter and thereby detract from the appearance of the street scene. Concerns were also raised in respect to proposals to illuminate the whole of both signs given that this was contrary to Council guidelines. However, the applicant has submitted amended drawings moving one of the projecting signs to the far (eastern) end of

the Store Street elevation and confirming that only the white lettering and red logo will be illuminated (the blue background being non-illuminated). These revisions are considered to be acceptable.

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.

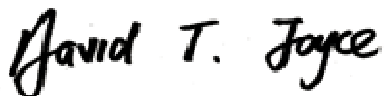
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy 2010; and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies 2010, London Plan March 2016, and National Planning Policy Framework 2012.

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 that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce  
Executive Director Supporting Communities