

Mr Stephen Mitchell  
Mitchell Architecture Studio  
43 Layhams Road  
WEST WICKHAM  
BR4 9HD

Application Ref: **2016/5086/A**  
Please ask for:  
**Nora-Andreea Constantinescu**  
Telephone: 020 7974 **5758**

27 March 2017

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**Ground Floor and Basement**  
**21 Goodge Street**  
**London**  
**W1T 2PJ**

Proposal: Installation of painted timber fascia with external lightning and projector sign to shopfront (Class A1) (Retrospective).

Drawing Nos: Site location plan; Block plan; Existing plans and elevations drawn on 11/05/2016; Existing Elevations: 213\_01; Proposed ground floor plan 23 1; Proposed front elevation and Proposed section 26 7.

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

#### **Conditions and Reasons:**

- 1 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.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

#### Informatives:

- 1 Reasons for granting permission:

The application site is listed as a shopfront of merit and it is part of a building which makes a positive contribution to the Charlotte Street Conservation Area. As the application site is considered to have significant importance for the street and wider conservation area, any alterations would have to be minimal and sensible to the character of this traditional shopfront.

The proposed fascia sign would be a wooden panel painted in golden Keim Palette 9263 satin finish with lettering painted in black RAL 9005 satin finish. The fascia would be illuminated externally with LED spotlights to keep in with the traditional nature of this shopfront.

The projection sign would be located on the left side pilaster at a height of 2.7m

from the pavement level, with a depth projection of 0.8m and a height of 0.5m. The sign would have a wrought iron structure with black (RAL 9005) satin finish with Amorino angel logo LED lighting.

The proposed fascia and projection sign are considered to preserve the character of this shopfront of merit and of the host building, streetscene and wider Charlotte Street Conservation Area. It is not considered that the proposal would result in any harm to the neighbouring amenity. Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the Covent Garden (Seven Dials) Conservation Area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

No objections have been received prior to making this decision. The planning history of the site has been taken into consideration when coming to this decision.

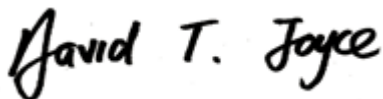
As such, the proposed development is in general accordance with the London Borough of Camden Local Development Framework Core Strategy, with particular regard to policies CS5 and CS14 and the London Borough of Camden Local Development Framework Development Policies, with particular regard to policies DP24, DP25 and DP30. The proposed development also accords with policies G1, A1, D1, D2, D3 and DM1 of the Camden Local Plan Draft Submission 2016, the London Plan 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  
Director of Regeneration and Planning