

Ms Debora Foresti
Gravity Design Associates
Old Bank
Morocco Street
LONDON
SE1 3HB

Application Ref: **2017/1398/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

17 July 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
38 Tottenham Court Road
London
W1T 1BZ

Proposal:

Display of internally illuminated (lettering and logo only) fascia sign, internally illuminated (lettering only) projecting sign, and internal digital TV screen (all signage displayed on Tottenham Court Road elevation).

Drawing Nos: (GD460_GA_)001, 002, 010 rev A; (GD460_E_)020 rev A, 021, 200 rev B, 202 rev A; GD460_S_300 rev A; 17-164 iSmash Tottenham Court Road - Revised Ext Rev 0; TV Window Display Sheets from Quantum (pages 1 to 3); Heritage, Design & Access Statement from Gravity Design Associates (dated March 2017).

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 The applicant is advised that the proposal to retain a non-illuminated vinyl sign as shown on the submitted drawings is 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 does not require formal determination by the local authority by way of an advertisement consent application.
- 2 Your attention is drawn to the need to obtain planning permission and/or consent(s) for any internal or external works already carried out which are not the subject of this application and which may also be shown on the approved plans/documentation. The granting of 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

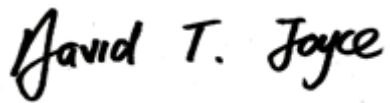
under the Town and Country Planning Act 1990 as amended.

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