

Mr Simon Johnson
Johnson Robson Ltd
Unit 6
Pool Bank Business Park
High Street
Tarvin
Chester
CH3 8JH

Application Ref: **2017/4502/A**
Please ask for: **Tessa Craig**
Telephone: 020 7974 **6750**

4 September 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Retail Unit 4
251-258 Tottenham Court Road
London
WC1T 1RB

Proposal:
Display of 1 x internally illuminated fascia sign (lettering only) on Tottenham Court Road elevation and 1 x non-illuminated fascia sign on the Bedford Avenue elevation.
Drawing Nos: LIC 02, D01 D, D09 F.

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 permission:

The proposed internally illuminated fascia on the Tottenham Court Road elevation is considered acceptable in terms of size, design and location and takes into account the character of the host building and would not be unduly dominant in the street scene. The fascia on the Bedford Avenue elevation has been revised to remove the illumination and the projecting sign has been omitted from the proposal. The Bedford Avenue fascia is now considered to be acceptable and sympathetic to the main building.

The fascia would not harm the amenity of any adjoining residential occupiers in terms of outlook and would be in a typical position on the shop front. The signs would not be hazardous to vehicular or pedestrian traffic so the proposal raises no public safety concerns.

One objection has been received prior to making this decision, however the proposal has since been revised to respond to the matters raised in the objection

(illumination on Bedford Avenue removed and projecting signs removed from proposal). The site's planning history has been taken into account when coming to this decision.

The Bloomsbury Association initially objected to the proposed signage but have since removed their objection now that the proposal has been revised. The plans show a new door and louvre on the Bedford Avenue elevation, however this is not part of the advertisement consent and an informative has been added to advise that this would require a separate planning permission (subject to further consultation). The association has also raised concern regarding use class of ground floor units within the building, however this is not a matter to be dealt with as part of the advertisement consent.

As such, the proposed development is in general accordance with policies A1, D1 and D2 of the Camden Local Plan 2017. The proposed development also accords with the National Planning Policy Framework.

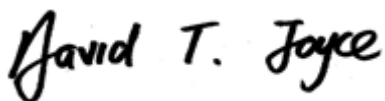
- 2 This permission is granted for the advertisement solely and is without prejudice to the necessity of obtaining planning permission for any shopfront changes/louvres or changes of use class. Application forms may be obtained from the Council's website, www.camden.gov.uk/planning or the Camden Contact Centre on Tel: 020 7974 4444 or email planning@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



David Joyce
Director of Regeneration and Planning