

Sandy Walker
Greens the Signmakers Limited
Brighton Street
Hull
HU3 4UW

Application Ref: **2017/2982/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

28 September 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
231-233 Tottenham Court Road
LONDON
W1T 7QH

Proposal: Display of 2 x internally illuminated projecting signs.

Drawing Nos: Site Location Plan; 1 x Photo; BENS0368 Rev2 (24/08/2017).

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 Reason for granting permission:

The proposal is for the display of internally illuminated projecting signs to be affixed to the fascia by means of brackets. The size of the brackets has been reduced to 100mm which keeps the overall size of each of the projecting signs below 1m. As such, the proposal is considered to be acceptable in terms of size, design, location and method of illumination. The signage would preserve the appearance and character of the host building, the conservation area and the streetscape, and would not harm the setting of listed buildings in close proximity.

CPG1 states in para 7.14 that 'Properties should only have one main fascia sign and one ancillary projecting or hanging sign per street frontage, although two projecting signs may be appropriate in cases of large shopfronts stretching across two or more shop units.' The shopfront at this address is large and classified as a double commercial frontage. Having a projecting sign at each end, correctly located at fascia level, therefore would be acceptable in this instance.

CPG1 states in para 8.9 that 'Any advertisements on or near a listed building or in a conservation area must not harm their character and appearance and must not

obscure or damage specific architectural features of buildings.' As per the above the proposal would not harm the moulding details on the pilasters of the existing building or features of surrounding buildings. The projecting signs are similar to those in the locality, including two doors down (the O2 shop).

CPG1 states in para 8.15 that 'Internally illuminated box signs are discouraged. Generally, the internal illumination of individual letters, rather than the whole fascia or projecting sign on a shopfront, will be more appropriate.' The proposed signs would only have their letters illuminated.

The proposal would not impact on the neighbouring amenity nor would be harmful to pedestrian or vehicular safety.

The site's planning and appeal history has been taken into account when coming to this decision. No comments were received during the application.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the 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.

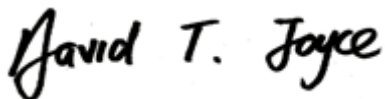
As such, the proposed development is in general accordance with policies A1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with policies of the London Plan 2016; and the National Planning Policy Framework.

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