

Mr Chris Thorne
Franklin Design Associates
26 The Coach House
Kings Parade Mews
Bristol
BS8 2RE

Application Ref: **2017/4382/A**
Please ask for: **Thomas Sild**
Telephone: 020 7974 **3686**

4 October 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
204-208 Tottenham Court Road
LONDON
W1T 7PL

Proposal:
Display of 6x internally illuminated box signs behind the shopfronts to the Tottenham Court Chenies Street and North Crescent elevations; display of 1 x internally illuminated projecting sign to the Tottenham Court Road elevation
Drawing Nos: 2886-001, 2886-113, 2886-114 Rev A, Signage Designs (V1) GLYXXXXX x 2, Details of double-sided projecting sign

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 advertisement consent

The proposal replaces 5 internally illuminated suspended signs with 6 similar type signs also behind the shopfront and replaces one external projecting sign.

The proposed internal hanging signs are to be suspended at 3 points along the Tottenham Court elevation, 2 along the Chenies Street elevation and 1 on the North Crescent elevation all behind the shopfront. The proposed projecting sign replaces an existing along the Tottenham Court Road elevation.

The proposed signage is similar in form, style and illumination to that existing, and will predominantly sit behind the shop windows. As such it is not considered to be unduly dominant to the streetscene and would not result in harm to the special character of the listed building or the wider conservation area. The proposed signage would not result in harm to neighbour amenity and is not considered to be hazardous to road users.

Plans have been amended to remove a proposed colour change to the ground floor frontages and the addition of hanging baskets.

No objections were received prior to making this decision. The planning history of the site and surrounding area were taken into account when assessing the application.

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.16 and s. 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

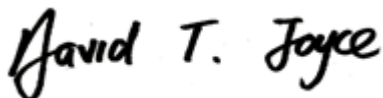
As such, the proposal is in general accordance with policies D1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and the National Planning Policy Framework.

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