

Matthew Tozzi  
MoreySmith Ltd  
24 Marshalsea Road  
London  
SE11HF

Application Ref: **2017/6207/A**  
Please ask for: **Emily Whittredge**  
Telephone: 020 7974 **2362**

2 December 2017

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**12 Fitzroy Street**  
**London**  
**W1T 4BL**

Proposal: Display of internally illuminated advertisement to ground floor elevation

Drawing Nos: MS 100 Rev. P1, MS 200 Rev. P1, MS 70S Rev. P1, MS 703 Rev. P1, MS 704 Rev. P1, MS 701 Rev. P1, MS 702 Rev. P1, MS 700 Rev. P1.

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 application relates to a commercial frontage within the Fitzrovia Central London Area. The building is not listed and the site is not within a conservation area. The application seeks minor alterations to the ground floor frontage within the forecourt, including erection of a steel canopy with fins and vertical sides to frame the ground floor, with internally illuminated lettering within the vertical panels indicating the company name. The lettering would be laser cut in the steel and would appear on both sides of the vertical panels.

The proposed lettering would be relatively discrete and small in size, and as such would not have an adverse impact on the building or the street scene. The structure would not project over the public highway. The illuminance levels for the signage would not exceed the maximum recommended by the Institution of Lighting Professionals and would not result in harm to highway safety. The design is not considered to cause harm to amenity.

The planning and appeal history of the site has been taken into account when

coming to this decision. No objections were received prior to making this decision.

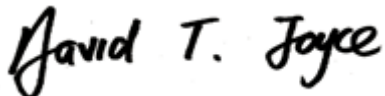
The proposed development is in general accordance with the Camden Local Plan 2017, with particular regard to policies A1 and D4. The proposed development also accords with the London Plan 2016, and the National Planning Policy Framework 2012.

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