

Mr Adam Watts
Nigel Bird Architects
Henry Wood House
2 Riding House Street
London
W1W 7FA

Application Ref: **2017/6075/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

6 April 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
20 Percy Street & 38 Tottenham Court Road
LONDON
W1T

Proposal: Display of 2 non-illuminated fascia signs (retrospective) and installation of a retractable awning on Percy Street elevation.

Drawing Nos: (1562/-)100; 130, 131; 330 rev B, 331 rev A, 332 rev A, 333, 335 rev B, 336 rev A, 337 rev A.

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 advertisement consent:

The proposals involve the display of 2 unauthorised non-illuminated fascia signs and the installation of a retractable awning on the Percy Street elevation.

The proposed retractable awning would be approximately 1.1m long by 4m wide and would be made of a traditional canvas fabric. The awning would extend forward from an existing awning box by means of trellis arms positioned on either side. The awnings would be fixed appropriately at fascia level and would be approximately 3m in height above pavement level and 5m from the edge of the pavement when fully extended, and as such, would not impact on the public highway or be harmful to public safety.

Concerns were initially raised with regards to proposals to display an illuminated fascia sign above the entrance door to no. 20 Percy Street given that this would historically be read as a residential entrance (as it is currently) and any signage introduced here would appear incongruous with this appearance as it would read visually as an extension of the retail use further into Percy Street. Following Council

advice, the applicant removed this sign from the proposals.

Overall, the proposals are considered to be acceptable in terms of their size, design, location, and absence of illumination, and would not have any adverse impact on the neighbouring amenity, nor would they be harmful to pedestrians or vehicular safety in accordance with the Camden Planning Guidance. Furthermore, the proposed signage would not obscure any significant architectural features or otherwise visually harm the appearance of the listed building, nor harm the character and appearance of the Charlotte Street Conservation Area, and as such, the proposals are in accordance with Council policies and guidelines, and are acceptable.

The site's planning and appeal history has been taken into account when coming to this decision. No objections have been received in relation to the proposals.

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest as well as the conservation area, under s.66 and 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 proposal is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the Fitzrovia Area Action Plan 2014, the London Plan 2016, and the National Planning Policy Framework 2012.

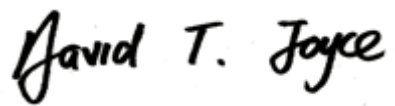
- 2 The applicant is advised that the proposed vinyl lettering displayed inside the premises and applied internally to clear glass band (Percy Street elevation), and as shown on the submitted drawings, is considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 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.
- 3 The applicant is advised that the proposed display of a non-illuminated hand-painted/etched sign on corner of Percy Street and Tottenham Court Road, and as shown on the submitted drawings, is considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 5 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.

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