

Ms Natalie Long
Technical Signs
Hille Business Centre
132 St Albans Road
Watford
WD24 4AE

Application Ref: **2018/2838/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

15 August 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
39-41 Charlotte Street
London
W1T 1RR

Proposal:
Display of 1x halo illuminated fascia sign and 1x externally illuminated hanging sign and 1x internally illuminated menu box to existing restaurant (Class A3).
Drawing Nos: Site location plan, (595917-)1, 2, 3

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.

- 6 The halo and externally lit signage shall not be illuminated with flashing elements at any time.

Reason: To ensure that the advertisement does not have an adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance policies A1 and D4 of the Camden Local Plan 2017

Informative(s):

- 1 Reason for granting consent-

The proposed halo illuminated fascia and externally illuminated hanging signs are considered acceptable in size and location and method of illumination as they respect the architectural features of the building and are sympathetic to the host building. They are replacing existing signs of the same size in the same location which is a good indication of their impact. In the wider street scene, the signs would not be considered unduly dominant as there is existing illuminated signage to the ground floor shops and restaurants. They are considered to preserve the character and appearance of the Charlotte Street Conservation Area.

Whilst the advertisements will have some impact in terms of light spill, the

advertisements are in a typical position and at a low level of illumination and are not considered unduly dominant in this commercial locality. Therefore, they are not considered to disturb neighbouring occupiers nor would they be harmful to either pedestrians or vehicular safety.

No objections have been received prior to making this decision and the site's planning and relevant enforcement history has been taken into account when coming to this decision.

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 (ERR) 2013.

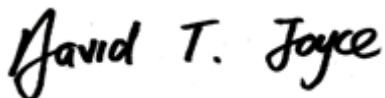
As such, the proposed development is in general accordance with policies D4 (Advertisements) of the Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2016 and the National Planning Policy Framework 2018.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 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