

Calligaris Retail Ltd
Fao. Miss Helen Palao
177 - 178 Tottenham Court Road
London
W1T 7NY

Application Ref: **2018/6160/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

30 January 2019

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Butler House
177-178 Tottenham Court Road
London
W1T 7NY

DECISION

Proposal:

Display of replacement internally illuminated (lettering and logo only) fascia and projecting signs.

Drawing Nos: 4069/1; Unnumbered existing and proposed elevations and section drawing (received 22/01/2019); Fascia sign details (ref. INSEGNA - Giugno 2018); Projecting sign details (ref. EXTERNAL FLAG - June2018); Email from LondonTCR-Calligaris dated 30/01/2019.

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.

Executive Director Supporting Communities



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 signage proposals are also considered to be acceptable in terms of their size, design, location, method of illumination, and luminance levels, and within the context of this busy commercial high street environment. They would not have any adverse impact on neighbouring amenity, nor would they be harmful to pedestrians or vehicular safety in accordance with Camden Planning Guidance.

Though internally illuminated signs would not normally be acceptable within a conservation area, in this particular instance, the internally illuminated lettering/logo for both signs are modestly sized with suitably low luminance levels (350 cd/m) and with only lettering and logos illuminated. Furthermore, the proposed signage would not obscure any significant architectural features, nor detract from the character and appearance of the Bloomsbury Conservation Area or the Fitzrovia East Neighbourhood Area. It is noted also that advertisement consent was granted for similar proposals (2014/7976/A) dated 19/06/2015. As such, the proposed signage is considered to be acceptable.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received following statutory consultation.

As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the Fitzrovia Area Action Plan (Part 3: Visions and Objectives), 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 2018.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Director of Regeneration and Planning

DECISION