

Application ref: 2017/6113/A
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Dear Sir/Madam

Y DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

114-116 Charing Cross Road
London
WC2H 0JR

Proposal:

Display of 1x internally illuminated fascia sign, 2x internally illuminated projecting signs, 1x internally illuminated roundel sign and 1x internally illuminated menu sign to existing restaurant Class A3. (Retrospective).

Drawing Nos: Site location plan, Drawing pack CHP-CHR-001 Rev C

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 consent

The internally illuminated signs have been installed to the Charing Cross Road and Flitcroft Street elevations and therefore the application is retrospective. The signs are considered acceptable in terms of size, design, location and method of illumination as they respect the architectural features of the building, have an appropriate number of signs per elevation, and are sympathetic to the surrounding Denmark Street Conservation Area. In the wider street scene, the advertisements would not be considered to cause harm to the visual amenity of the local area as the signs are not unduly dominant in this commercial area. Following officer advice, the projecting signs have been repositioned to fascia height.

Whilst the advertisements will have some impact in terms of light spill, they are in a typical position and at a low level of illumination which are not considered to disturb neighbouring occupiers, nor are they considered hazardous to pedestrians or road users and therefore, raise no public safety concerns.

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.

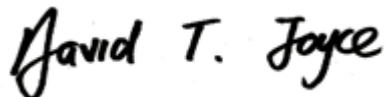
As such, the proposed development is in general accordance with policy D4 (Advertisements) of the Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2016 and the National Planning Policy Framework 2019.

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 2019.

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