

Application ref: 2019/2585/A
Contact: Tony Young
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Date: 26 June 2019

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Technical Signs
Hille Business Centre
132 St Albans Road
Watford
WD24 4AE
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**9-11 Tottenham Street
London
W1T 2AQ**

Proposal: Display of 1 internally illuminated (lettering only) fascia sign, 2 non-illuminated fascia signs, and 1 externally illuminated (trough lit) projecting sign (following removal of projecting sign at 1st floor level).

Drawing Nos: Site location plan; (596080-)1, 2A, 3A; Email from Technical Signs dated 12/06/2019.

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.

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 proposed display of an internally illuminated (lettering only) fascia sign, 2 non-illuminated fascia signs, and 1 externally illuminated (trough lit) projecting sign are considered to be acceptable in terms of their size, design, colour, materials, location, luminance levels and methods of illumination.

Though internally illuminated signs would not normally be acceptable within a conservation area, in this particular instance, the internally illuminated fascia sign is modestly sized with a suitably low luminance level (no higher than 400 cd/m²) and with only the centrally positioned 'Coco Di Mama' lettering illuminated (the background panel remaining non-illuminated along with the 'Italian To Go' lettering).

All signage would not therefore have any adverse impact on the neighbouring amenity especially given the modest luminance levels, nor would they be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance. Moreover, the proposed signage would not obscure any significant

architectural or historic features, nor detract from the character and appearance of the Fitzrovia East Neighbourhood Area and Charlotte Street Conservation Area. An existing projecting sign at 1st floor level and an existing trough light at fascia level will also be removed. Overall, the proposals are therefore viewed as an improvement on existing signage and are 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 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, appearing to read 'DPope', is positioned above the typed name and title.

Daniel Pope
Chief Planning Officer