

Application ref: 2019/3466/A  
Contact: Tony Young  
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Date: 6 August 2019

**Development Management**  
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Lidl Property Office  
Fao. Mr Sam Carson  
1st Floor, 4-14 Blackbird Hill  
Wembley  
London  
NW9 8SD

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**145 Tottenham Court Road**  
**London**  
**W1T 7NE**

Proposal:

Display of internally illuminated fascia and projecting signs on front elevation.

Drawing Nos: (3854/-)101 rev S, 102 rev J, 110 rev K, 111 rev C, 112, 113, 114, 115, 116 rev B; Design & access statement from KLH Architects Ltd (ref. 4390/1-0/1-06/1906011dc P05) dated 04/06/2019; Email from Lidl Property Office dated 09/07/2019.

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 internally illuminated fascia and projecting signs on the front elevation in Tottenham Court Road are considered to be acceptable in terms of their size, design, colour, materials, location, luminance levels and methods of illumination.

The shopfront forms part of Maple House which has a distinctive and strong horizontal emphasis given the long projecting canopy above street level that extends along the full length of the frontage. Though internally illuminated signs would not normally be acceptable, in this particular instance, both signs would be set-back significantly beneath this overhanging canopy, which is a notably darker part of Tottenham Court Road in this context, and as such, signs of this nature are necessary to attract attention. Moreover, given that the fascia sign is approximately 50% smaller than the normal branded sign and the luminance level for both signs (no higher than 550 cd/m<sup>2</sup>), the signs would not appear as prominent or incongruous in this particular location.

The signage would therefore not have any adverse impact on neighbouring amenity, especially given the 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. Under these particular circumstances, the proposals are therefore 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 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', written in a cursive style.

Daniel Pope  
Chief Planning Officer