

Application ref: 2019/4040/A
Contact: Tony Young
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Date: 25 September 2019

Development Management
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EDO Design & Construction Ltd.
Unit D1B Up
Bounds Green Industrial Estate
Ringway
London
N11 2UD

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

40 Goodge Street
London
W1T 2QP

Proposal:

Display of 1 x externally illuminated fascia (spot-lit) and 1 x projecting (trough-lit) signs, and replacement of retractable awning.

Drawing Nos: (PP-)001, 100, 101, 102, 104 rev B, 105; Design and access statement from EDO Design & Construction dated 07/08/2019.

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 Reasons for granting advertisement consent:

The proposed display of externally illuminated fascia (spot-lit) and projecting (trough-lit) signs are considered to be acceptable given their size, design, colour, materials, location, method of fixing, luminance levels and methods of illumination.

The replacement retractable awning (measuring approximately 5.9m long by 1.29m wide) would be made of a traditional canvas fabric, grey in colour (with white logo) and would use existing traditional awning arms to move forwards and backwards. The awning would be fixed appropriately at fascia level and would be approximately 2.3m in height above pavement level. It would extend forward over an existing private forecourt area at the front of the premises, the outermost edge being approximately 2.1m from the edge of the pavement when fully extended, and as such, would not impact on the public highway.

Overall, the proposals would not have any adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance. Neither would they obscure or damage any features of historic or architectural significance, nor detract from the character and appearance of the Charlotte Street Conservation Area and wider Fitzrovia East Neighbourhood Area. As such, the proposals 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.

- 2 This consent is without prejudice to, and shall not be construed as derogating from, any of the rights, powers, and duties of the Council pursuant to any of its statutory functions or in any other capacity and, in particular, shall not restrict the Council from exercising any of its powers or duties under the Highways Act 1980 (as amended). In particular your attention is drawn to the need to obtain permission for any part of the structure which overhangs the public highway (including footway). Permission should be sought from the Council's Engineering Service Network Management Team, Town Hall, Argyle Street WC1H 8EQ, (tel: 020 7974 2410) or email highwayengineering@camden.gov.uk.
- 3 The applicant is advised that proposals to display an illuminated hanging sign internally inside the premises (as shown on approved drawing ref. PP104 rev B), is considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 12 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore does not require formal determination by the local authority by way of an express advertisement consent application.

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



Daniel Pope
Chief Planning Officer