

Application ref: 2019/5549/A  
Contact: Tony Young  
Tel: 020 7974 2687  
Date: 9 December 2019

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

Tesco  
Fao. Mr Andy Horwood  
Kestrel Way  
Welwyn  
AL7 1GB

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**124-125 Tottenham Court Road**  
**London**  
**W1T 5AS**

Proposal:  
Display of 2 non-illuminated fascia signs, one with internally illuminated lettering, 1 internally illuminated projecting sign, and 1 ATM surround sign.

Drawing Nos: Site location plan; (03\_2775\_) 02A, 02B, 03A, 03B; Emails from Tesco PLC dated 13/11/2019 and 04/12/2019.

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 signage is considered to be acceptable in terms of its size, design, colour, materials, location, luminance levels and method of illumination. Although internally illuminated signs would not normally be acceptable within a conservation area, it is considered in this particular instance that they would be acceptable as the 2 internally illuminated signs have suitably low luminance levels (a maximum of 350 cd/m<sup>2</sup>) and have only individual letters/logos illuminated, the backgrounds remaining non-illuminated.

The signage would not have any adverse impact on the neighbouring amenity, especially given the modest luminance level, nor would they be harmful to either pedestrian or vehicular safety. It is considered that the signage would preserve the streetscene and wider character of the Fitzroy Square Conservation Area, and would be acceptable.

The site's planning and appeals history has been taken into account when coming to this decision.

As such, the proposal is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the Fitzrovia Area Action Plan, the London Plan 2016, and the National Planning Policy Framework 2019.


- 2 You are advised that proposals to display non-illuminated vinyl signs (Signs 5, 6 and 7) applied internally to glazing, as shown on the submitted drawings, are 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 do not require formal determination in the form of an 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

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer