

Application ref: 2019/6347/A
Contact: Tony Young
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Zebra Projects
1 Newhams Row
London
SE1 3UZ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
209-210 Tottenham Court Road
London
W1T 7PN

Proposal:
Display of replacement internally illuminated (lettering only) projecting sign and non-illuminated fascia sign above door on Chenies Street elevation.

Drawing Nos: Site location plan (ref. QRQM20013164828570); (23954/A-)201 rev K, 202 rev L, 203 rev A, 204 rev F; Email from Zebra dated 23/01/2020.

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, location, method of illumination and luminance level. While internally illuminated signs would not normally be acceptable within a conservation area, in this particular instance, the internally illuminated projecting sign is modestly sized with a suitably low luminance level (no higher than 16 cd/m²) and with only the lettering illuminated (the background remaining non-illuminated). It is also noted that the proposed signage would be broadly similar in appearance to existing signage that it would replace which was approved in 2013 (ref. 2013/2636/A).

Furthermore, the proposed signage would not have any adverse impact on neighbouring amenity, nor would it be harmful to pedestrians or vehicular safety in accordance with Camden Planning Guidance. Neither would it obscure or damage any significant architectural features, nor detract from the character and appearance of the Fitzrovia East Neighbourhood and the Bloomsbury Conservation Areas. As such, the proposed signage is 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.

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 (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 printed name and title.

Daniel Pope
Chief Planning Officer