

Application ref: 2019/3167/A  
Contact: Leela Muthoora  
Tel: 020 7974 2506  
Date: 1 May 2020

**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)

Catherine White Interiors  
Studio C109  
89a Shacklewell Lane  
Dalston  
London  
E8 2EB

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**3 Tottenham Street  
London  
W1T 2AF**

Proposal:

Display of 1x internally illuminated fascia and 1x internally illuminated projecting sign to existing shop (Class A1).

Drawing Nos: Site location plan, CWI\_73\_01, CWI\_73\_02 RevA, CWI\_73\_005 RevA

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.

- 6 The externally lit signage shall not be illuminated with flashing elements at any time.

Reason: To ensure that the advertisement does not have an adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance policy D4 (Advertisements) of the Camden Local Plan 2017.

- 7 The intensity of the illumination of the proposed fascia sign shall not exceed 600 candelas per square metre.

Reason: To ensure that the advertisement does not have an adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance, and in general accordance with policies A1 and D4 of the Camden Local Plan 2017.

- 8 Within four months of the date of this decision notice, you shall implement the following in accordance with the hereby approved plans:

- a) The height of the lettering on the fascia sign shall be reduced to 300mm high.
- b) The dimensions of the projecting sign shall be reduced to 500mm wide by 490mm maximum height.
- c) The support bracket for the projecting sign shall be reduced from 1130mm to an overall projection of no more than 800mm.

Reason: To ensure that the advertisement does not have an adverse impact on

neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance, and in general accordance with policies A1 and D4 of the Camden Local Plan 2017.

Informative(s):

1 Reason for granting consent

The signs have been installed and the application is therefore retrospective. Following officer advice, the proposed signs have been reduced in size and projection and are considered appropriate to the host building. Following implementation of the amendments shown on the drawings stated in this decision, the signage would not be unduly dominant in the street scene. Due to similar signs at neighbouring buildings, they would cause no undue harm to the visual amenity of the area and would preserve the character and appearance of the Charlotte Street Conservation Area.

The signs would not harm the amenity of nearby residential occupiers in terms of outlook. The signs would not be hazardous to vehicular or pedestrian traffic and so the proposal raises no public safety concerns.

No objections have been received prior to making this decision and the site's planning and relevant enforcement history has been considered in determining this decision.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the Conservation Area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with the policies of 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 be 'DRP', is written over a light blue rectangular background.

Daniel Pope  
Chief Planning Officer