

Application ref: 2020/1447/A
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SpaceInvader Design
2 Commercial Street
Manchester
M15 4RQ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

45 Tottenham Court Road
London
W1T 2EA

Proposal:

Display of a non-illuminated acrylic panel to cover redundant ATM.

Drawing Nos: Location and site plan; Existing - SID00969 - 001; Proposed - SID00969 - 062, 007;

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 consent-

The application relates to an acrylic panel 1500mm 1040mm that covers a redundant ATM machine on the Tottenham Court Road frontage.

The sign does not obscure any architectural features of the building and is considered acceptable in terms of proportions and design. It does not detract from the character and appearance of the modern building and Charlotte Street Conservation Area

The proposed sign is considered to be acceptable in terms of size, design, location and method of illumination. It is not considered that the sign would be unduly obtrusive in the street scene or disturb residents or occupiers.

The location of the signage would not be harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

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

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the Charlotte Street Conservation Area, under s.72 of the Planning (Listed Building and Conservation Areas Act) 1990 as amended by

the Enterprise and Regulatory Reform Act 2013.

As such, the proposed development is in general accordance with policies D1 and D4 of the London Borough of Camden Local Plan 2017. The proposed development also accords with 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 written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer