

Application ref: 2019/6446/A  
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**Development Management**  
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Mr Gavan Lee  
Lower Ground Floor,  
31 Percy Street  
London  
W1T 2DD

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**Offices And Premises At Basement**  
**31 Percy Street**  
**London**  
**W1T 2DD**

Proposal:

Display of non-illuminated hanging sign.

Drawing Nos: Site Location Plan, P. JOHNSON HANGING SIGN - Front and side elevations, sign position and hanging sign details.

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 non-illuminated hanging sign is considered acceptable in terms of scale, design, and materials. The signage is consistent with other examples of signage in the immediate area.

It is not considered that the new sign will have any adverse impact on neighbouring residential amenity, nor will it have any negative impact on pedestrian or vehicular safety.

The proposed signage does not obscure any significant architectural or historic features, nor does it detract from the character and appearance of the street scene or the wider Charlotte Street Conservation Area.

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

As such, the proposal is in general accordance with policy D4 of the Camden Local Plan 2017, the London Plan 2017, 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  
Director of Economy, Regeneration and Investment