

Application ref: 2020/2679/A
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Date: 6 August 2020

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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

34 Charlotte Street
London
W1T 2NH

Proposal: Display of internally illuminated fascia sign.

Drawing Nos: Site Location Plan, Block Plan 173-00-002 A, 173-00-301 B, 173-00-001 A, 173-00-201.

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 Reasons for granting Advertisement Consent:

The proposed metal fascia sign is considered to be acceptable in terms of its size, design, materials and location, method and level of illumination. Only the lettering of the signage will be illuminated, and the light shall be static.

The signage would not be harmful to either pedestrian or vehicular safety. It would not have an adverse impact on neighbouring amenity or on the character and appearance of the host property, streetscene or wider Charlotte Street Conservation Area.

The site's planning history has been taken into account when coming to this decision. No objections have been received prior to determination.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017, 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:

Yours faithfully

A handwritten signature in black ink, appearing to read 'DP', is centered below the text 'Yours faithfully'.

Daniel Pope
Director of Economy, Regeneration and Investment