

Application ref: 2020/4125/A  
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Date: 18 December 2020

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Dorota Bojkowska  
c/o 23 Goodge Street  
London  
W1T 2PL

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**23 Goodge Street**  
**London**  
**W1T 2PL**

Proposal: Display of internally illuminated (lettering only) fascia and projecting signs adjacent to street entrance door providing access to basement premises.

Drawing Nos: Location plan; (0075\_PL\_)01, 02, 03, 04 rev A.

The Council has considered your application and decided to grant consent subject to the following conditions:

#### 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 given the size, design, colour, materials, location, methods of illumination and luminance levels. It is noted that internally illuminated signs are not normally acceptable within a conservation area; however, in this particular instance, the signs would have suitably low luminance levels (no higher than 300 cd/m<sup>2</sup>) and only individual letters would be illuminated (the background of the signs remaining non-illuminated).

The signs would not have any adverse impact on neighbouring amenity, especially given the modest luminance levels, nor would they be harmful to either pedestrians or vehicular safety in accordance with guidance. The signs would therefore preserve the street scene and wider character of the Charlotte Street Conservation Area, and are 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 London Plan 2016, the Draft London Plan (Intend to publish) 2019 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 centered within a light gray rectangular box.

Daniel Pope  
Chief Planning Officer