

Application ref: 2020/5169/A
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Development Management
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TJP Architects
4 Chestnut Court
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B96 6EW

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**84 Tottenham Court Road
London
W1T 4TG**

Proposal:

Display of 1x non-illuminated fascia sign and 1x non-illuminated projecting sign.
Drawing Nos: (026-)200, 201, 202A, 206A, 207A

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

The proposed signs are considered acceptable in terms of size, design and location as they respect the architectural features and character of the host building. They are modest in scale and similar to the signage of the neighbouring units within the host building. Given these factors, it is considered that the proposals would cause no undue harm to the visual amenity of the host building, street scene and wider area.

The signage would not harm the amenity of neighbouring 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 history was considered in the determination of this application.

As such, the proposed development is in general accordance with policy D4 (Advertisements) of the Camden Local Plan 2017. The proposed development also accords with CPG for Advertisements, the London Plan 2016 the Publication London Plan 2020 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 on a light grey rectangular background.

Daniel Pope
Chief Planning Officer