

Application ref: 2020/3490/A  
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Date: 4 March 2021

**Development Management**  
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Des Ager Planning Consultant  
1 Turner Cottages  
33 Charterhouse Road  
Godalming  
GU7 2AG

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**88 Charing Cross Road**  
**The Circus**  
**London**  
**WC2H 0JA**

Proposal:  
Display of internally illuminated fascia sign in association with new ATM.

Drawing Nos: Location Plan, Design and Access Statement, EN Signage Rev A, EN020420P and EN020420E

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 proposed fascia sign would be installed in association with an ATM and is of an appropriate design, size, location and luminosity. The sign would be appropriately be statically and internally illuminated with blue lettering "ATM" on a white background and would have a maximum illuminance level of 100 cd/m<sup>2</sup>. The fascia projecting sign would achieve a clearance from the ground of approximately 1.8m. Overall the signage is modest and would not harm the appearance of the host building, streetscene and wider Seven Dials Conservation Area.

Due to the location and nature of the proposal, the signage is not considered to cause harm to neighbouring amenity or public safety.

No objections were received prior to making this decision. The planning history of the application site was 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 Conservation Area, under s.72 of the Planning (Listed Buildings 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, D2 and D4 of the London Borough of Camden Local Plan 2017 and accords with the London Plan 2016, the London Plan intended 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 positioned above the printed name and title.

Daniel Pope  
Chief Planning Officer