

Application ref: 2020/5889/A
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Castleton Signs, Ltd
Unit 4
Tillingbourne Court
Dorking Business Park
Dorking
RH4 1HJ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
70 Charlotte Street
London
W1T 4QG

Proposal:

Display of non-illuminated fascia board, externally illuminated advert (with trough light) to entrance and an internally illuminated menu case.

Drawing Nos: Kitchen Table - Updated Options - EXTERNAL PACK reference: KT-019233
revision 15 dated 04/03/2021

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 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.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

Informative(s):

- 1 Reason for granting advertisement consent:

The proposed signage is considered to be acceptable given the size, design, materials, location, methods of illumination and luminance levels. It is noted that internally illuminated signs are not normally acceptable within Charlotte Street Conservation Area; however, in this particular instance, the menu case would have suitably low luminance levels (no higher than 2200k), and the externally illuminated trough light would have the same low luminance levels. The signs would therefore preserve the street scene and wider character of the Charlotte Street Conservation Area, and are acceptable. The application site is adjacent to a Grade II listed building, and the proposed changes would not impact the setting of this building.

The signs would not be harmful to either pedestrians or vehicular safety in accordance with guidance given its size and low level of illumination.

The site's planning and appeals history has been taken into account when coming to this decision. One objection has been received and duly considered, in respect of impact on the conservation area and setting of the adjoining listed building,

however as noted above there would be no adverse impact.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area and special regard paid to the desirability of preserving the setting of the adjoining listed building, under s. 66 & 72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposal is in general accordance with policies D2 and D4 of the Camden Local Plan 2017, the London Plan 2021 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 written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer