

Application ref: 2021/3508/A  
Contact: Tony Young  
Tel: 020 7974 2687  
Email: [Tony.Young@camden.gov.uk](mailto:Tony.Young@camden.gov.uk)  
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**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)

[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

Chloe Mager Design  
22 Totland Road  
Brighton  
BN2 3EN

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**9-11 Tottenham Street  
London  
W1T 2AQ**

Proposal:

Display of a non-illuminated fascia sign, externally illuminated (trough-lit) hanging sign and 2 replacement retractable canvas awnings with centred brand logo (following removal of existing projecting sign at 1st floor level).

Drawing Nos: Site location and site plans; CMD21-01/09-01 rev B; Emails from Chloe Mager Design dated 16/09/2021 and 17/09/2021.

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.

- 6 Prior to the display of advertisements hereby approved, an existing unauthorised projecting sign and bracket at 1st floor level shall be removed.

Reason: In order to avoid an over proliferation of signage and visual clutter at the premises, and to safeguard the character and appearance of the building and immediate vicinity, in accordance with the requirements of policies D1, D2 and D4 of the London Borough of Camden Local Plan 2017 and the Fitzrovia Area Action Plan (Part 3: Visions and Objectives) 2014.

#### Informative(s):

- 1 Reason for granting advertisement consent:

The 2 canvas awnings and signage would be suitably positioned and aligned with the appearance and proportions of the existing shopfront so as not to obscure any architectural or historic features of the host property, nor detract from the character and appearance of the Fitzrovia East Neighbourhood and Charlotte Street Conservation Areas.

The awnings would be positioned approximately 2.25m in height above pavement level and at least 2m from the pavement edge when fully extended at the front of the premises. As such, the awnings and signage would not have any adverse impact on the public highway or be harmful to public safety in accordance with the

Camden Planning Guidance, and would not have any adverse impact on neighbouring amenity. The proposals are therefore considered to be acceptable in terms of their design, size, colour, materials, location, luminance level and method of illumination.

Concern was initially raised by the Council to original proposals to display an internally illuminated projecting sign at 1st floor level (as a replacement for an existing unauthorised projecting sign) in so far as the internal method of illumination and high position above fascia level would be contrary to Council Planning Guidance. Following Council advice, the applicant submitted revised drawings for an externally illuminated sign at fascia level and the removal of the existing unauthorised projecting sign and bracket at 1st floor level. A condition will be attached to any approval requiring the removal of the sign and bracket prior to the display of any signage hereby approved.

The site's planning and appeals history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the Fitzrovia Area Action Plan (Part 3: Visions and Objectives) 2014, the London Plan 2021, and the National Planning Policy Framework 2021.

## 2 WARNING OF ENFORCEMENT ACTION TO BE TAKEN

The existing unauthorised projecting sign and bracket (positioned at 1st floor level) are considered to be harmful to the character and appearance of the building and Charlotte Street Conservation Area and enforcement action may be taken alleging a breach of planning control in relation to these should the unauthorised display of signage not be removed within 1 month of the date of this advertisement consent being granted.

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 2021.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



Daniel Pope  
Chief Planning Officer