

Application ref: 2021/1753/A
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Sign Specialists
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

120-122 Tottenham Court Road
London
W1T 5AP

Proposal:

Display of internally illuminated fascia signage (only lettering/logo to be illuminated) on Tottenham Court Road and Grafton Way facades with 2 x projecting signs (one on each frontage).

Drawing Nos: Site Location Plan 04/07/2021; and 142270 - PLANNING - Rev B (pages 1-3).

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 The adverts hereby approved shall be limited in illumination to 120cd/m² and illumination shall be static in nature.

Reason: In order to protect local amenity in accordance with policy A1 of the Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting consent:

The ground floor retail unit is in use as a pharmacy. The property is within the Fitzroy Square Conservation Area, it is also within the Central London Area.

The proposed replacement signage for the existing occupant (Boots) is considered acceptable in terms of scale, design, material and illumination, forming an appropriate shopfront and would not appear incongruous in this location and commercial setting.

The proposal was revised from the initial submission to reduce the scale of the fascia signs.

The new fascia shall be displayed in the same location as the existing, wrapping around the corner of the site, but with adjusted proportions to better suit the

architectural form of the host building.

Two 600mm x 600mm projecting signs are proposed at either end of the premises and are considered acceptably placed, one on Tottenham Court Road and one on Grafton Way. The projecting signs will not harm any architectural features of the host building in these positions.

All illumination shall be limited to a maximum of 120cd/m² which shall be controlled by condition attached to this decision. The illumination is confined to the lettering/logos as is the case with the existing signage.

The proposal is not considered to cause any harm to highways safety or residential amenity.

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

One objection was received during public consultation with concerns regarding illumination and potential light pollution. It is considered that given the low level illumination proposed (120cd/m²) and the protection in place secured by the condition attached to this the decision the illumination is acceptable.

One comment was received from the Bloomsbury Conservation Area Advisory Committee suggesting the use of timber rather than aluminium as a material choice, whilst the use of timber might be preferable in a conservation area given that the existing signage is also aluminium it is considered that the replacement material is considered acceptable in this case.

The Council Conservation Officers were consulted on the proposed scheme and raised no objection to the revised drawings.

The proposal is considered to preserve the character and appearance of the conservation area. 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 proposal is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2021 and the National Planning Policy Framework 2021.

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

A handwritten signature in black ink, appearing to read 'DPope', is positioned in the upper left corner of the page.

Daniel Pope
Chief Planning Officer