

Application ref: 2021/5126/A
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
134 Charing Cross Road
London
WC2H 0LA

Proposal: Replacement of existing ATM fascia sign with new non illuminated fascia sign; new non illuminated projecting sign to the top left of the shop front fascia.

Drawing Nos: Location Plan, EN Signage, EN Signage Rev A, EN02092021

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 Reasons for granting advertisement consent:

The proposal seeks to replace the existing ATM sign with a blue lettering 'ATM' sign out of white background and the installation of new projecting sign at fascia level above the existing projecting sign.

The projecting sign will be at fascia level and is therefore within the guidelines set out in Camden Council's Adverts CPG. The projecting sign is of a modest size and its colour and design is sympathetic with the design of the existing shop fascia. The projecting sign is not considered to be harmful to the character and appearance of the area as there is a variety of projecting signs along Charing Cross Road.

The design and appearance of the proposed ATM fascia sign is sympathetic to the colour and design of the existing shopfront and its fascia and its appearance is considered more attractive than the existing. The sign is considered appropriate in the context of a glazed shopfront and does not harm the character and appearance of the host building.

The signs are considered acceptable in terms of their location, size, scale and design and will not harm the character and appearance of the Denmark Street Conservation Area. Furthermore, they would not adversely impact on neighbouring residential amenity.

No objections have been received prior to making this decision. The planning history of the site has been taken into account when coming to this decision.

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 proposed development is in general accordance with policies A1, D1, D2, D3 and D4 of the Camden Local Plan 2017. The proposed development also accords with 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 written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer