

Application ref: 2021/4310/A  
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Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**200-204 Tottenham Court Road  
London  
W1T 7PL**

Proposal:

Display of 2x internally illuminated signs behind existing glazing and 2x non-illuminated projecting signs.

Drawing Nos: B100A; L100; C100

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 permission/consent-

The proposed internal illuminated signage is a replacement of the existing illuminated signage, and is of broadly the same scale and location. Illuminated signage, providing it is properly managed, is not out of character with the prevailing condition of Tottenham Court Road, especially when it is behind glazing, i.e. internal. The proposed external signage is also broadly equivalent to the existing condition. The advertisements are considered acceptable in terms of scale, design, materials, location and method of illumination.

The works would preserve the character and appearance of the conservation area and would not cause harm to the significance of the listed building. The proposals are considered to be acceptable.

The site's planning history has been taken into account when making this decision. Bloomsbury Conservation Area Advisory Committee raise no objections to the proposal.

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 preserving the building or its setting or any features of special architectural or

historic interest which it possesses., 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 policy D4 of the Camden Local Plan 2017, the London Plan 2021 and the National Planning Policy Framework 2021

- 2 The drawings hereby approved details alterations to the shopfront, including replacing door handles, which have not been assessed or approved under this application. You are advised that these works may require planning permission and listed building consent.

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