

Application ref: 2022/2223/A  
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Date: 20 July 2022

**Development Management**  
Regeneration and Planning  
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Savills  
Savills  
2 Kingsway  
Cardiff  
CF10 3FD  
undefined

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**Hema**  
**252 Tottenham Court Road**  
**London**  
**Camden**  
**W1T 7RB**

Proposal:

Display of 1x internally illuminated fascia sign to shop front along Tottenham Court Road elevation and 1x non-illuminated fascia sign to shop front along Morwell Street elevation.

Drawing Nos: Site Location Plan; 22-PRET-TCR252/02.3\_C; 22-PRET-TCR252/02.4\_C; 60769A&B-01; 60769E-01

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 signage is considered to be acceptable given the size, design, materials, location, methods of illumination, and luminance levels. The signage facing onto Tottenham Court Road is illuminated, though at low luminance levels (no higher than 150 cd/m<sup>2</sup>) and only the lettering is illuminated (the background of the signs remain non-illuminated). None of the signage is located within a conservation area, and the illumination of the Tottenham Court Road sign is considered appropriate given the commercial nature of the area, in contrast to the residential character of Morwell Street, where the sign is thus non-illuminated. The signs would therefore preserve the street scene and wider character of the area, and are acceptable.

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

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received.

As such, the proposal is in general accordance with policies 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 centered on the page.

Daniel Pope  
Chief Planning Officer