

Application ref: 2022/1973/A  
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**Development Management**  
Regeneration and Planning  
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Rok Planning  
16 Upper Woburn Place  
London  
WC1 H0AF

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**267 Tottenham Court Road  
London  
W1T 7RQ**

Proposal:

Display of 1 externally illuminated projecting sign and 1 internally illuminated fascia sign behind shopfront

Drawing Nos: Heritage Statement; 02\_TOHM\_02A; 02\_TOHM\_02B; 03\_TOHM\_03A;  
01\_TOHM\_01A; 02\_TOHM\_02C\_R2; 03\_TOHM\_03B\_R2; 03\_TOHM\_03C\_R1

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 consent -

The proposed signage is considered to be acceptable in terms of its size, design, materials, location, and method of illumination. The projecting sign is modestly sized and appropriately positioned with a suitable luminance level of 400cd/m<sup>2</sup>, which is deemed appropriate given the site location is in a commercial area.

The proposals have been revised during the course of the application to remove external signs within the fanlights above the doors and a dibond panel on the building pillar. These elements would have obscured architectural features of the building. The fascia sign is now located internally within the building behind the shopfront glass and therefore benefits from deemed consent.

The revised signage would not obscure any significant architectural features. The sign would therefore preserve the streetscene and wider character of the Bloomsbury Conservation Area and is acceptable.

The proposals would not be harmful to visual amenity nor pedestrian and vehicular safety.

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 written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer