

Application ref: 2022/1038/A
Contact: Fast Track TC
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Date: 7 December 2022

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c/o applicant
c/o applicant

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Unit A

Tottenham Court Walk

London

W1T 1BJ

Proposal:

Display of 2x internally illuminated projecting signs.

Drawing Nos: Site location plan; RSOE/S0000/01.

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 proposal is for the display of 2 x internally illuminated projecting signs. It is characteristic along this parade of shops for units to have two projecting signs. The proposed signage is considered to be acceptable in terms of its size, design, colour, materials, positioning, fixing method and illumination. At 350cd/m², the projecting sign would have suitably low luminance levels.

The drawings also details 1x internally illuminated fascia sign behind glazing and display of two digital TV displays behind glazing, but these would have deemed consent so therefore have not been assessed as part of this application.

The signage would not be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance, nor would it have any adverse impact on neighbouring amenity.

Furthermore, the proposed signage would not obscure any significant architectural features or otherwise visually harm the appearance of the host building or the Hanway Street Conservation Area. As such, the proposal is considered to be acceptable.

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 proposed development 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:

<https://www.gov.uk/appeal-planning-decision>.

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