

Application ref: 2022/4830/A
Contact: Fast Track TY
Tel: 020 7974 2687
Email: Tony.Young@camden.gov.uk
Date: 16 January 2023

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk

www.camden.gov.uk/planning

Savills
2 Kingsway
Cardiff
CF10 3FD

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

106 Tottenham Court Road
London
W1T 4TT

Proposal:

Display of internally illuminated projecting sign on Tottenham Court Road elevation.

Drawing Nos: Site location plan; (22-PRET-TCR106/-)02.1 rev A, 02.2 rev A, 02.3 rev A;
Cover Letter from Savills dated 03/11/2022.

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 Reason for granting advertisement consent:

The proposed internally illuminated projecting sign (Sign D) is considered to be acceptable in terms of its size, design, location, method of illumination and luminance level, and would not have any adverse impact on neighbouring amenity, nor be harmful to pedestrians or vehicular safety in accordance with Camden Planning Guidance.

The sign would be suitably positioned and aligned with the appearance and proportions of the existing ground floor shopfront so as not to obscure any architectural or historic features of the host property, nor detract from the character and appearance of the Fitzrovia East Neighbourhood Area.

Though internally illuminated signs are not appropriate in all locations, in this particular instance, the proposed sign would be modestly sized with a suitably low luminance level (no higher than 150 cd/m²) and with only individual letters/logo illuminated (the background remaining non-illuminated). It is noted that a similar sign has been approved in this location in the past. Overall, therefore, the proposal is acceptable.

The site's planning and appeals history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies A1, D1 and D4 of the Camden Local Plan 2017, the Fitzrovia Area Action Plan (Part 3: Visions and Objectives) 2014, the London Plan 2021, and the National Planning Policy Framework 2021.

- 2 Proposals to display other signage internally within the shopfront and behind the glazing, as shown on the submitted drawings, are considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 12 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore, do not require formal determination by the local authority in the form of an advertisement consent application.
- 3 The applicant is reminded that any alterations shown or referred to on the submitted drawings, other than Sign D which is hereby approved, do not form part of this consent and may require separate permission/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:

<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