

Application ref: 2022/4835/A  
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Date: 28 February 2023

**Development Management**  
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c/o Applicant  
Optical Center UK Ltd, Unit 13  
The Tandem Centre, Tandem Way  
London  
SW19 2TY

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**190 Tottenham Court Road**  
**London**  
**W1T 7PH**

Proposal:

Display of new internally illuminated fascia and projecting signs  
Drawing Nos: Site location plan; FC-SITE-000 REV 0: Existing, Existing Front Elevation, Existing Side Elevation, Proposed Front Elevation, Proposed Side Elevation, Shutters, Proposed HVAC Plant; Planning Statement Rev B by Plande dated July 2022; Noise Impact Assessment by VENTA Acoustics dated 11 October 2022; A1/7240/01 sheet-01 rev-0; Examples of shutters and signage.

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 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.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

#### Informative(s):

- 1 Reasons for granting consent:

The proposed fascia signs would replace the existing fascias facing Tottenham Court Road and Torrington Place. The signs includes letters advertising the business and their logo. These would sit on a black background and be internally illuminated. The proposed advertisement would be appropriate for the building and preserve its appearance and the character of the shopping parade.

A projecting sign is proposed on the corner of Tottenham Court Road with Torrington Place. This would be placed at 3.2m off the ground level which is adequate in terms of impact on passers-by. The sign would include the shop's logo and be internally illuminated. The sign would have a modest scale and would preserve the character and appearance of the host building's elevation.

The proposed method of illumination is considered to not cause harm to the neighbouring amenity nor to the wider area. The adverts will not cause any harm to public safety of highway users.

No objections were received prior making this decision. The planning history of the site has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies A4 and D4 of Camden Local Plan 2017.

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>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

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