

Application ref: 2023/0522/A
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Date: 19 April 2023

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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Centre Point Complex Development Site At 101-103 Unit R06/R08 Ground Floor Level
New Oxford Street
London
WC1A 1DD**

Proposal:

Display of 2 internally illuminated signs behind the shopfront glazing.

Drawing Nos: 2205.CP.DE.01, 2205.CP.DE.10, 2205.CP.DE.20 Rev. A, 2205.CP.DE.30
Rev. B, 2205.CP.DE.100, 2205.CP.DE.110, 2205.CP.DE.200 Rev. D, 2205.CP.DE.210.

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 The proposal is for the display of two internally illuminated signs at the ground floor retail unit nos. R06 and R08 within the Centre Point complex, 101-103 New Oxford Street. The signs would be located inside their respective units and clearly visible through the existing glazed windows. Each sign would be no greater than 2.69 metres in width, 0.35 metres in height and 0.3m deep. The internally illuminated letters would be cut from an acrylic sheet. The face of the letters would have stainless steel plates. The lettering to both signs would be backlit to an illuminance level no greater than 450 cd/m².

In terms of their location, size, design and method of illumination, the signs would appear sympathetic within the context of this commercial street frontage. The materials, finishes and lighting levels of the fascia signs would also appear appropriate in the context of the host building and wider street scenes on both Earnshaw Street and St Giles Square and are therefore considered to be acceptable. They would not adversely impact on public highway safety or neighbouring residential amenity given the distance to any nearby windows. They would not affect the special interest of the listed building. A listed building consent application for similar development has recently been submitted and approved under application reference 2023/0523/L.

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

As such, it is considered that the proposed development is in general accordance with policies D1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with 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.

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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 positioned above the printed name and title.

Daniel Pope
Chief Planning Officer