

Application ref: 2023/4958/A
Contact: Brendan Versluys
Tel: 020 7974 1196
Email: Brendan.Versluys@camden.gov.uk
Date: 18 December 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

ISG Design
Boleyn House
St. Augustines Business Park
Estuary Close
Whitstable
CT5 2QJ
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

29-31

New Oxford Street

London

WC1A 1BA

Proposal:

Replace existing 3 x hanging logo signs with 3 x new hanging logo signs and 2 x non-illuminated projecting signs with new non-illuminated projecting signs. Replace existing internally illuminated ATM signage with new internally illuminated signage. Replace window signage with new

Drawing Nos: EX.00.E1; PR.00.E1

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 proposal involves replacement signage in the form of 3 x non illuminated hanging logo signs, 2 x non-illuminated projecting signs and replacement ATM signage, to reflect updates to branding for the bank occupying a ground floor retail unit of the host building.

The proposed projecting signs and ATM signage would appear as very similar to the existing signs in terms of their positioning, dimensions and form.

Lighting levels are at 250 c/dm² which is considered acceptable and method of illumination for the proposed signs would remain consistent with the lighting of the existing signs.

Overall, the signs are considered acceptable in terms of their location, size, design and method of illumination and would not harm the character and appearance of New Oxford Street. Furthermore, they would not adversely impact on neighbouring residential amenity nor on public safety of pedestrians and drivers.

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 D4 and A1 of the London Borough 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