

Application ref: 2024/3060/A
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Lichfields
The Minster Buidling
21 Mincing Lane
London
EC3R 7AG
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

106 New Oxford Street
London
Camden
WC1A 1HB

Proposal:

1 x car painted graphic and 1 x cyclist painted graphic on the rear ground level elevation.
Drawing Nos: PL.601, PL.602, Cover Letter (dated 22nd July 2024)

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 advertisement consent:

The proposal seeks to implement painted way finding signage to the rear ground level elevation. The site is within the Bloomsbury Conservation Area and is not listed.

The signage consists of 1x painted car graphic and 1x painted cyclist graphic, painted in colour RAL3013 tomato red. The signage is to painted directly onto the existing façade. The rear of the site fronts Bainbridge Street, facing the rear of the buildings of Great Russell Street, and is predominantly used for servicing operations.

The graphics, would overall remain proportionate to the scale of the building and would be in keeping with the character of the street environment. The signage would not appear dominant and would remain as a non-obtrusive element of the streetscape. It is considered that due to the nature and scale of the graphics, they would not impact the setting of the Grade II* listed building directly opposite.

It is considered that the signage would help serve the purpose of clearly identifying transport arrangements at the rear of the site, therefore improving safety.

Overall, the signage is considered acceptable in terms of its location, size, design

and would not harm the character and appearance of the building, the streetscape or the conservation area. Furthermore, the sign would not adversely impact on neighbouring residential amenity nor on public safety of pedestrians and drivers.

The planning history of the site has been taken into account when coming to this decision.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the Conservation Area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

As such, the proposed development is in general accordance with policy 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 2023.

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