

Application ref: 2025/0373/A
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HLP UK Ltd
Suite 7, Commerce House
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Ridings Park
Cannock
WS117FJ
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
79 New Oxford Street
London
Camden
WC1A 1DG

Proposal:

Display of 5 internally illuminated signs, 3 x projecting signs to external facade and 2 signs to the internal shopfront

Drawing Nos: HLP/2450/07, HLP/2450/04, HLP/2450/16 Rev C.

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 permission:

The proposed works involve adverts for a new coffee shop. These adverts will consist of 3 x hanging signs, 2 x internal hung interior signage (Front Elevation). These signs would be internally illuminated, on black powder coated panel with orange lettering (saying Noxy) and logo of the cafe. The signage would be internally illuminated with a 300 cd/m² lumiance level, illumination would be modest and controlled by daylight sensors and therefore would be acceptable.

The proposed new signage would appear modest and appropriate in size, location, material and design and therefore would be appropriate with the building and surrounding area. The signage will therefore enhance the character and appearance of the host building and the streetscape.

Furthermore, the proposal would not impact on neighbouring amenity nor be harmful to either pedestrian or vehicular safety.

The site planning history has been taken into account when coming to this decision. No objections were received in relation to the proposal.

As such, the proposed signage is in general accordance with policies A1, D1 and D4 of the Camden Local Plan 2017. The proposed development also accords with

policies of The London Plan 2021 and the National Planning Policy Framework 2024.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

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 blue rectangular background.

Daniel Pope
Chief Planning Officer