

**APPLICATION FOR TEMPORARY ADVERTISEMENT CONSENT**  
**OLD SORTING OFFICE, 21-23 NEW OXFORD STREET, LONDON**  
**PLANNING STATEMENT**

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## **1. SITE LOCATION**

- 1.1. The site comprises nos. 21 to 31 New Oxford Street in the Central London Area. It is also known as 'The Old Sorting Office' (herein referred to as 'the OSO building') and comprises a part-6 part-8 storey vacant office building.
- 1.2. The building is not listed but adjoins the boundary of the Bloomsbury Conservation Area.

## **2. EVENT SUMMARY**

- 2.1. Nike are proposing to run an indoor football based event on the first floor of the building for one week in May 2014. The main feature of the event would be a state of the art urban style football pitch suitable for four and five a side games. During the evenings the pitch will be used for a series of events for invited guests from the across footballing community, ranging from grass roots organisations to top level clubs.
- 2.2. The event would also feature:
- a museum of football covering the history of last 45 years of World Cup football;
  - an agility trial area where players can test their speed and agility against their friends;
  - several breakout areas; and
  - refreshments available for all those taking part in the activities.
- 2.3. Nike branding is proposed to be displayed on the external facades of the OSO building. Accordingly, temporary advertisement consent is sought for the erection of advertising posters on the New Oxford Street and Museum Street elevations of the OSO building for a period of one week.
- 2.4. The exact dimensions of the posters are to be confirmed but for the purposes of this application it has been assumed that the posters will span the entire length of the ground floor of the New Oxford Street and Museum Street facades of the OSO building (The elevations enclosed with this application show the dimensions of the building facades). The posters would be attached to existing hoardings around the building.

## **3. COMPLIANCE WITH ADVERTISEMENTS REGULATIONS**

- 3.1. Under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 the key issues to be considered in determining advertisement consent applications are amenity and public safety.

### Amenity

- 3.2. The proposed posters would, by virtue of their position and appreciable scale, substantially alter the external appearance of the ground floor of the building along New Oxford Street and Museum Street. It is acknowledged that they would be prominent alterations to the streetscene, albeit on a

very temporary basis. It is also recognised that the New Oxford Street elevation adjoins the Bloomsbury Conservation Area which is protected for architectural and historic reasons.

3.3. Notwithstanding the above, it is considered that the proposed posters to be attached to the OSO building would not cause harm to either the appearance of the OSO building or the streetscene generally for the following reasons:

- The OSO building is not within a conservation area and there are no listed buildings in close proximity to the site;
- The OSO building dates back to the 1960s, exhibits a modern/brutalist style of architecture typical of the period and is therefore considered to be of limited architectural merit;
- The OSO building has been vacant for several years, has wooden hoardings at ground floor level and its current neglected appearance detracts from the streetscene;
- The posters would be in place for a temporary period of 1 week only.

#### Public Safety

- 3.4. The streets affected by this application are New Oxford Street and Museum Street. New Oxford Street is a 2 lane one-way carriageway comprising a bus lane and a number of on-street parking bays. Museum Street is also a 2 lane one-way carriageway connecting New Oxford Street to High Holborn.
- 3.5. The posters would be visible to traffic moving along New Oxford Street, Museum Street and surrounding streets, but the given the nature of the advertisement (with no intermittent light sources or moving images) the proposals for either elevation of the building would not be a hazard to, or endanger people (taking reasonable care) in the vicinity. Moreover the posters would not protrude from the building, thereby enabling the movement and safety of pedestrians along New Oxford Street and Museum Street.
- 3.6. For the above reasons, it is considered that the proposed advertising posters would not materially affect amenity or public safety and that temporary advertisement consent for the proposals should be granted accordingly.