

GL/P5065  
26th March 2013

London Borough of Camden  
Planning and Development  
Town Hall  
Argyle Street  
London  
WC1H 8ND

Dear Sirs,

**Proposed advertisement consent for three temporary signs  
Isis House, 74 New Oxford St, London, WC1A 1EU  
PP- 02540799**

Please find attached an application for advertisement consent for three temporary signs. Two of the signs are in situ and hence retrospective consent is sought for these. The application is accompanied by the following:

- Site plan
- Statutory fee cheque for £110.00
- Photos
- Scaled Drawings

Site and Location

The site is located on the northern side of New Oxford St, between Steham Place and on the corner junction with Bloomsbury St. The site comprises of retail uses on the ground floor and offices above. Itsu occupies the corner unit of the ground floor premises located on the corner of New Oxford St and Steham Place.

The site is not listed but is located within the Bloomsbury Conservation Area.

The site is currently undergoing refurbishment works to the upper levels as a result of a recent planning application granted in August 2012.

Planning History

Planning permission was approved at appeal for the erection of a roof extension to create a 4<sup>th</sup> floor level for office use (Class B1) with roof terrace to northern edge and associated screened plant enclosure to roof, recladding the existing building façade and alterations to include new door to east elevation and alteration to existing main entrance to south elevation at ground floor level on the 7<sup>th</sup> August 2012. The planning permission is currently being implemented.

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Proposal

The application seeks to erect three temporary signs to the corner of new Oxford St elevation and the Stedham Place elevation. The proposal is to highlight the applicant's business premises located directly below at ground floor level which is currently being affected by construction works.

The current works to the building has resulted in the ground floor commercial premises to be concealed behind scaffolding and a covered walkway. The upper levels of the building are under a white shroud devoid of any advertisements. The temporary signs are therefore crucial to the operation and viability of the existing business for the duration of the continuing works occurring above.

It is estimated that the temporary signs are required until the end of the October 2013 upon which the works on the upper levels are estimated to be completed.

The signage comprises of two banner style signs which cover the full length of the scaffolding above ground floor level. Because there is a crash deck at first floor level the banner is split into two. The two separated banner signs combined measures 15 metres high by 4 m in width. The lower and smaller of the two signs of this banner is already in situ.

The third temporary sign is located at ground floor level and vertically wraps around the corner retail unit only. This hoarding measures 10metres in width by 2m in height and is in situ.

Both signs are printed PVC that are hemmed and eyeleted every 500mm. These signs are then proposed to be fixed onto the existing scaffolding by elasticated toggle ties and cable ties.

Having regards to Council's planning design policies and the LPA's Planning Guidance on Design we consider the design and location of the temporary signs are acceptable in this location and will crucially promote the viability of the ground floor retail commercial premises below during ongoing construction works. The temporary signs are subtle and in keeping with the character of the conservation area and do not impact negatively on existing amenity.

We trust that the enclosed information is sufficient for the application to be validated and we look forward to a swift and positive outcome. Should you have any questions, please do not hesitate to contact the undersigned.

Yours sincerely



Grace Liu  
Rolfe Judd Planning Limited

cc Tom Byng Itsu Ltd