

Evolve Design Limited  
Suite 6  
1 West Street  
Banwell  
North Somerset  
BS29 6DA

Application Ref: **2010/3280/A**  
Please ask for: **Aysegul Olcar-Chamberlin**  
Telephone: 020 7974 **6374**

26 August 2010

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990  
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

### **Advertisement Consent Part Granted/Refused**

Address:  
**112 - 116 New Oxford Street  
London  
WC1A 1HH**

Proposal:  
Retention of new internally illuminated fascia signs and display of re-located existing internally illuminated projecting sign to shop (Class A1).

The Council has considered your application and decided the following:

a) to **GRANT CONSENT** for:

Retention of new internally illuminated fascia signs to shop (Class A1).  
Drawing Nos: Site Location Map; A2.0 (Storefront Elevations & Signage); A2.1 (Storefront Elevation & Signage); G1.0 (Existing Floor Plan); A4/135025 (Details of lettering); Corner Detail of Wood Planks; and Details of Wood Planks (with projecting sign / logo).

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.

b) to **REFUSE CONSENT** for:

Display of re-located existing internally illuminated projecting sign to shop (Class A1).  
Drawing Nos: Site Location Map; A2.0 (Storefront Elevations & Signage); A2.1 (Storefront Elevation & Signage); G1.0 (Existing Floor Plan); A4/135025 (Details of lettering); Corner Detail of Wood Planks; and Details of Wood Planks (with projecting sign / logo).

Reason for Refusal

- 1 The projecting sign, by reason of its position below fascia level on the unauthorised treatment to the front elevation, would create visual clutter on the shopfront and would not be in keeping with the character of the existing advertisements in the area, harming the integrity of the existing shopfront and failing to preserve the appearance and character of the Conservation Area contrary to policies B1 (General design principles), B4 (Shopfronts, advertisements and signs) and B7

(Conservation areas) of the London Borough of Camden Replacement Unitary Development Plan 2006.

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