

Miss Abbey Kelsey
Evolve RPS Limited
The Coach House
The Grange Business Park
Hewish
Bristol
BS24 6RR

Application Ref: **2015/1273/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

2 April 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Ground and Mezzanine Floor
112-116 New Oxford Street
London
WC1A 1HH

Proposal:
Display of x2 internally suspended illuminated signs and internal illumination of existing projecting sign to New Oxford Street elevation.
Drawing Nos: Site location plan & Block plan and SU-1001; SU-2001; I-1105 and A-2001

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 Reason for granting approval

The proposed internally illuminated signs and vinyl films respect the host building and do not alter the external fabric of the building as they would be in keeping with the contemporary style of the façade. The building has an existing double height shop front comprising of a bronze effect frame and high level fascia with full height glazed shop windows. The internally illuminated roundel signs would be internally suspended and located below fascia level on the ground floor of the front elevation and the mezzanine floor of the side elevation and would be considered appropriately located at the same level as the adjoining properties.

The Bloomsbury Conservation Area Appraisal and Management Strategy notes that a proliferation of signage, even of an appropriate design, could harm the character of the retail areas within the conservation area. The projecting sign has external illumination approved under ASX0004820 dated 19 June 2001 and would now be internally illuminated with company corporate logo which is considered

acceptable within the existing street scene which is a predominantly commercial area with a mixture of retail, commercial and office uses and is similar to that approved under 2013/2346/A at 106 New Oxford Street which included an internally illuminated projecting sign.

The proposed roundel signs do not obscure any external architectural features of the building; the proposed vinyl strips, however, are specifically designed to obscure the visible edge of the internal steel beam and to hide the residue of rust. Whilst this has some negative impact in terms of obscuring the architectural feature of the building they hide visible signs of deterioration which detracts from the building facade and, on balance, are not considered harmful to the character or appearance of the host building, street scene or Bloomsbury Conservation Area.

It is considered that the proposed signs would not be unduly obtrusive in the street scene or disturb residents or occupiers. The location of the signage is not considered harmful to either pedestrian or vehicle traffic and therefore does not raise any public safety concerns.

The site planning history and relevant appeals have 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 Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4 and 7.6 of the London Plan March 2015, consolidated with alterations since 2011; and paragraphs 14, 17, 56 -67 of the National Planning Policy Framework.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



Ed Watson
Director of Culture & Environment

