

Mr Edward Senior  
Pegasus Group  
Pavilion Court  
Green Lane  
Garforth  
Leeds LS25 2AF

Application Ref: **2017/4927/A**  
Please ask for: **David Peres Da Costa**  
Telephone: 020 7974 **5262**

1 December 2017

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**118-132 New Oxford Street**  
**LONDON**  
**WC1A 1HL**

Proposal:  
Display of 4 x internally illuminated fascia signs and 1 x internally illuminated projecting sign to shopfront.

Drawing Nos: Heritage Assessment prepared by Pegasus Group dated August 2017;  
Planning, Design and Access Statement prepared by Pegasus Group dated August 2017;  
Site location plan; 50941725-AREX-: E1-0201-PL rev B; 50941725-AR01-E1-0202-PL rev E; 112602 Rev C; HX-CH-SPS-IL-RM-600

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 permission

The signage would be internally illuminated with only the text illuminated. This is considered acceptable in this instance. The depth of the fascia is the same as the existing however the existing bullnose element has been removed and this would assist in visually reducing the depth of the fascia.

The planning and appeal history of the site has been taken into account when coming to this decision. No objections were received prior to making this decision.

Special regard has been attached to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses under s.66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

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 Planning (Listed Buildings and Conservation Areas Act) 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

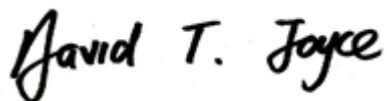
As such, the proposed development is in general accordance with policies D1, D2, D4 and A1 of the Camden Local Plan 2017. The development also accords with the NPPF and the London Plan 2016.

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

A handwritten signature in black ink that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce  
Director of Regeneration and Planning