



GERALDEVE

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09 July 2018

Our ref: NFD/AROB/J6350

Your ref: PP-077111849

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Dear Sir/Madam

**Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended)
Retail Unit R04, Centre Point Tower, Centre Point Link and Centre Point House, 101-103 New
Oxford Street and 5-24 Giles High Street, London, WC1A 1DD
Application for Advertisement Consent**

We write on behalf of our client, Rhubarb Food Design Limited to apply for advertisement consent for the installation of an illuminated internal menu display sign at the retail unit R04, Centre Point Tower, 101-103 New Oxford Street and 5-24 Giles High Street, London, WC1A 1DD.

The Site

The site comprises retail unit R04 at Centre Point Tower on 101-103 New Oxford Street and 5-24 Giles High Street. The unit is located with the Central Activities Zone ('CAZ') and the Denmark Street Conservation Area.

The Proposals

The proposals are for an illuminated, internal menu display sign, installed on the inside of the retail unit shop front. The sign seeks to attract potential customers to the retail offerings at and to inform customers of the food and drink choices available within the unit.

The menu display sign will be illuminated internally through the LDC display screens. It will be located 0.55m behind the shop front window and fixed at a low level of 0.9m from the ground. The sign will provide five LDC display screens housed in one aluminium display unit, which is secured by two aluminium bars fixed from the ceiling to the floor. The fixtures to the internal beams will not affect the fabric of the listed building.

Policy Considerations

Part 1, Section 3(1) of the Town and Country Planning (Control of Advertisements) Regulations 2007 requires that in the interest of amenity and public safety, a local planning authority should take into account the provisions of the development plan, so far as they are material, and other relevant factors.

Policy D2 of the adopted Camden Local Plan seeks to preserve and where appropriate, enhance Camden's heritage assets and their settings, including conservation areas and listed buildings.



Development involving listed buildings and development within conservation areas should be carried out sensitively.

Policy D4 of the adopted Camden Local Plan relates to Advertisements. It states the council requires:

"Advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric design and scale of their setting and host building and be of the highest standard of design, material and detail."

The internal menu display sign is well designed, sensitively located and relates to the character, scale and architectural features of the host building and the Denmark Street Conservation Area. The sign is of low scale and will not detract from the overall street scene. It is fixed internally at a low level and so will not be visually intrusive. The fixtures to the internal beams will not affect the fabric of the listed building. Furthermore, the sign will produce low luminance levels and so will not cause light pollution to nearby residential properties. It is considered that the proposals accord with Policies D2 and D4.

Application Documentation

The following documents have been submitted via the planning portal (Ref. PP-07111849) in accordance with Camden Council's requirements:

- Completed advertisement application form;
- Red line site location plan;
- Existing and proposed floorplans and elevations, prepared by S&Y Architects;
- Menu Display Signage Photograph.

The applicant will pay the requisite application fee of £132 for the advertisement consent application.

We look forward to confirmation of registration and validation of the application shortly. In advance of this, if you have any queries, please do not hesitate to contact Natalie Davies (020 7333 6371) or Amy Robinson (020 3486 3609) of this office.

Yours faithfully

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