

Application ref: 2018/2790/A  
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**Development Management**  
Regeneration and Planning  
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Gundry and Ducker Architecture  
3 Garrick Street  
London  
WC2E 9BF

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**52-56 New Oxford Street**  
**London**  
**WC1A 1ES**

Proposal:

Display of 3x externally illuminated hanging signs, 2x internally illuminated signs positioned behind glazing and 1x externally illuminated sign to corner entrance.

Drawing Nos: (356\_PL\_)00, 01 revA, 02, 03, 04 revA, 05 revA, 06, 08 revA

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.

- 6 The advertisement display shall be statically illuminated and the intensity of the illumination of the digital signs shall not exceed 300cd/m as stated on drawing numbers 356\_PL\_06 and 356\_PL\_08 revA.

REASON: To ensure that the advertisement does not harm the character and appearance of this part of the Bloomsbury Conservation Area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policy D4 (Advertisements) of the Camden Local Plan 2017.

Informative(s):

- 1 The proposed internally suspended signs behind the glazing are considered acceptable in terms of size, design, location and method of illumination as they would not be unduly dominant nor harm the visual amenity of the street scene or the character and appearance of the Bloomsbury Conservation Area. The adverts respect the architectural features of the host building; the double height windows and two elevations with a corner entrance allow one fascia sign and projecting sign per elevation. Following officer advice the fixed awning panels have been removed from this application and the internal illumination of the projecting signs have been amended to externally illuminated hanging signs.

Whilst the advertisements will have some impact in terms of light spill, the advertisements are in a typical position and at a low level of illumination and are

not considered unduly dominant in this commercial locality. Therefore, they are not considered to disturb neighbouring occupiers nor would they be harmful to either pedestrians or vehicular safety.

No objections have been received prior to making this decision and the site's planning and relevant enforcement history has been taken into account when coming to this decision.

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, 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 D4 (Advertisements) of the Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2016 and the National Planning Policy Framework 2018.

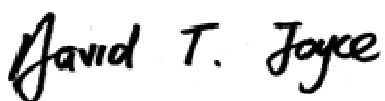
- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 3 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Noise and Licensing Enforcement Team, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (Tel. No. 020 7974 4444 or search for 'environmental health' on the Camden website or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.

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



David Joyce  
Director of Regeneration and Planning