

Application ref: 2018/5319/A
Contact: Matthew Dempsey
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Date: 13 December 2018

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Gerald Eve LLP
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Retail Units 1 and 2 Centre Point Link
New Oxford Street
London. WC1A 1DB.**

Proposal: Display of 2x Totem signs at ground floor level, and; 2x Fascia signs above entrance doors associated to 2015/5069/L.

Drawing Nos: Site Location Plan 03 (01), 01(00), 01(04), 01 (05), 03(41), 03(40).

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 application is related to listed building consent ref: 2015/5069/L, granted 05/04/2016. The proposal is to install 2 x fascia signs above entrances at New Oxford Street and another entrance within the Centre Point link facing but not fronting Charring Cross Road.

Additionally proposed are 2 x totems installed at ground floor level in each corner facing towards New Oxford Street, but internally within the building curtilage.

The fascia signs and totems shall be internally illuminated, with individual letters housing LED lights.

The signs and totems are considered to be acceptable in terms of size, design, location and method of illumination. They would preserve and enhance the appearance and character and setting of the host building and wider conservation area.

The proposals are not considered to impact on any neighbouring amenity and would not be harmful to either pedestrian or vehicular safety in the vicinity.

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

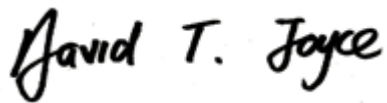
As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017, The Denmark Street Conservation Area Appraisal and Management Plan 2010, the London Plan 2016 and the National Planning Policy Framework 2018.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2018.

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