

Application ref: 2019/5250/A
Contact: Tony Young
Tel: 020 7974 2687
Date: 26 November 2019

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Hands Design Graphics
Unit A2 Connaught Business Centre
Hyde Estate Road
West Hendon
NW9 6JL

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted and Enforcement Action to be Taken

Address:

36-38 New Oxford Street
London
WC1A 1EP

Proposal:

Display of externally illuminated (trough-lit) fascia sign and an internally illuminated projecting sign (retrospective).

Drawing Nos: Site location plan; 1019-11432 rev A (dated 21/11/2019), 1019-11432 rev B (photo sheet).

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 advertisement consent:

The existing unauthorised externally illuminated (trough-lit) fascia sign and internally illuminated projecting sign are considered to be acceptable in terms of their sizes, design, materials, location, luminance levels and methods of illumination. It is noted that internally illuminated signs would not normally be acceptable within a conservation area; however, in this particular instance the internally illuminated projecting sign has a suitably low luminance level (no higher than 220 cd/m²) and has only individual letters/logo illuminated.

The signage does not have any adverse impact on the neighbouring amenity, especially given the low luminance levels, nor is it harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance. Therefore overall, it is considered that the signage preserves the street scene and wider character of the Bloomsbury Conservation Area, and is acceptable.

Concern was raised by the Council in regard to the unauthorised internally illuminated small fascia sign positioned above the entrance door in so far as it is positioned at an inappropriately low height below the main fascia sign and results in visual clutter given the number of other signs already displayed. In response, the applicant agreed to remove this sign entirely within 1 month of the date of this advertisement consent being granted.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received following statutory consultation.

As such, the proposal is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2016, and the National Planning Policy Framework 2019.

2 WARNING OF ENFORCEMENT ACTION TO BE TAKEN

The unauthorised internally illuminated small fascia sign positioned above the entrance door is considered to be harmful to the character and appearance of the host building and wider Bloomsbury Conservation Area, and as such, enforcement action may be taken in relation to this should the unauthorised display of signage not be removed within 1 month of the date of this advertisement consent being granted.

- 3 The applicant is advised that this consent relates solely to the display of signage as described in the proposed description and does not grant approval for any other alterations shown on the approved drawings.

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 2019.

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

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

Yours faithfully



Daniel Pope
Chief Planning Officer