



GERALDEVE

Development Control Planning Services
London Borough of Camden
Judd Street
London
WC1H 9JE



FAO: David Fowler
27 November 2019
Our ref: LJW/HBR/JSID/J10182C
Your ref: PP-08322165

Dear Sir/Madam

Town and Country Planning Act 1990 (as amended)
21-31 New Oxford Street, London

We write on behalf of our client, 21-31 New Oxford Street Development Limited, to enclose an application for planning permission in respect of 21-31 New Oxford Street ('the Site').

Planning permission is sought for:

"The installation of projecting flag signage on the New Oxford Street, Museum Street and High Holborn frontages of the building and associated works".

Background

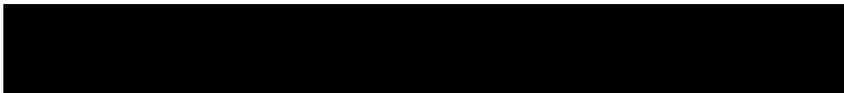
Planning permission was granted on 30 March 2015 for the remodelling, refurbishment and extension of the existing building, to provide a new public roof terrace, private terraces, winter gardens, roof top plant and new entrances in connection with the change of use of the building to offices (Class B1), retail/restaurant/doctors' surgery uses (Class A1/A3/D1) and 21 affordable housing units (Class C3) along with associated highway, landscaping and public realm improvements.

The development, the Post Building, is now completed and tenants have moved into the upper office levels of the building. Much of the ground floor flexible retail / restaurant uses are still awaiting occupation and, as such, the applicant is seeking to further enhance the ground floor retail units by gaining planning permission for uniform projecting signage around the perimeter of the ground floor.

The extent of advertising on these projecting flag signs will be subject to separate advertisement consent applications by individual tenants. The purpose of this application is to obtain planning permission for the principle, size and location of the proposed signage.

Proposals

The proposals seek planning permission for up to 17 projecting flag signs split across the three frontages of the building (New Oxford Street, Museum Street and High Holborn). The signs will be associated with the permitted ground floor retail / restaurant uses.



The signs are to be made from an aluminium signage board which will be fixed to the façade with a stainless-steel bracket. The signage will be retro illuminated fret or laser cut, with the maximum area of illuminated branding being 500mm x 500mm. The lighting will be visible from both sides and will be lit in a white LED tone (max. 4000k) at a lighting level of 500cd/m². Specific details of the advertising on these signs will be subject to separate advertisement consent applications by individual tenants.

The signs will help pedestrians navigate around the various retail / restaurant units, while also incorporating a high quality, well-designed and uniform signage strategy, enhancing the street scene. The signage has been designed to sit discretely within the envelope of the building, using similar materials to the façade to ensure consistency across the building.

The proposals are simple yet effective in creating a more interactive street scene which will encourage pedestrians to interact with the building. Further detail of the proposals can be found in the supporting drawings prepared by AHMM.

Policy Assessment

Design Policy

Camden Local Plan Policy D1 highlights the importance of high-quality design which respects the local character and context of the surrounding area. The proposals put forward encompass well designed projecting flag signs which are made of high-quality materials and respect the local area by taking design cues from their host building, The Post Building.

It is considered that the uniform projecting flag signs comply with design policy and should be granted planning permission.

Display of Advertisements

Camden Local Plan Policy D4 considers that consent will be granted for signs and advertisements which respect the nearby fabric of the built environment, relating to the character, scale and architectural features of the building on which they are in close proximity to.

Whilst not incorporating specific signage at this stage, the projecting signage is considered to comply with national and local planning policy requirements, specifically Camden Local Plan Policy D4. Therefore, it is considered that they should be granted planning permission.

Application Documentation

The application for planning permission comprises the following documents:

- Completed and signed planning application form;
- Site location Plan, prepared by AHMM;
- Signage DAS Pack; prepared by AHMM;
- Proposed floorplan, prepared by AHMM;
- Existing elevation drawings, prepared by AHMM;
- Proposed elevation drawings, prepared by AHMM; and
- Detailed signage flag, prepared by AHMM.

[Redacted]

Should Officers have any queries, or require additional information, please do not hesitate to contact Hannah Bryant [Redacted] or Jai Sidhu [Redacted] of this office.

Yours faithfully,

[Redacted]

Gerald Eve LLP

[Redacted]