

Application ref: 2019/6035/A  
Contact: David Fowler  
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Date: 19 February 2020

**Development Management**  
Regeneration and Planning  
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Gerald Eve LLP  
72 Welbeck Street  
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Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**21-31 New Oxford Street**  
**London**  
**WC1A 1BA**

Proposal: Installation of projecting flag signage on the New Oxford Street, Museum Street and High Holborn frontages of the building and associated works.

Drawing Nos: TPB-AHM-SK-5057 P01, TPB-AHM-SK-5058 P01, TPB-AHM-SK-5059 P01, R171\_Retail Flag Signage Application (November 2019) AHMM, TPB-AHM-SK-3032 P03, PL\_(00)\_203 P12.

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 advert (including all lettering, logos and images) on each sign shall not exceed an area measuring 500mm x 500mm.

Reason: To ensure the adverts are discreet and appropriate, in line with Camden Local Plan policy D1.

- 7 No more than the lettering/logo on each sign shall be illuminated.

Reason: To ensure the adverts are discreet and appropriate, in line with Camden Local Plan policy D1.

#### Informative(s):

- 1 Reasons for granting consent:

The application relates to projecting signs on the three frontages of the building; New Oxford Street, Museum Street and High Holborn. 17 signs are proposed in total; six signs would be located on the New Oxford Street elevation, eight on the High Holborn elevation and three on the Museum Street elevation. The application proposes a signage strategy for these signs, which would serve each individual retail unit. This is preferable to individual advert applications as this approach would result in uniform projecting signs across the building. The signs are considered proportionate in number and in size and located correctly beside the fascia board.

The amount of the sign taken up by each proposed advert would not exceed an

area measuring 500mm x 500mm. The signs would be internally illuminated, but with only the lettering/logo on each sign being lit up. Conditions are attached to ensure the above.

Given their locations and the size, the signage will not impact on the neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety.

The site's planning and appeal 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 proposed development also accords with policies of the London Plan 2016 and the National Planning Policy Framework 2019.

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

A handwritten signature in black ink, appearing to read 'DPope', is written over a light blue rectangular background.

Daniel Pope  
Chief Planning Officer