

Application ref: 2019/6056/A  
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Date: 28 April 2020

**Development Management**  
Regeneration and Planning  
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Longrigg Road  
Gareshead  
NE16 3AS  
England

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**46-48**

**New Oxford Street**

**London**

**WC1A 1ES**

Proposal:

Display of internally illuminated fascia sign and 2 x projecting signs.

Drawing Nos: Site Location Plan 05, 04, 03G, Design and Access Statement, Planning Statement.

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 replacement fascia signage is considered a well considered replacement to this frontage and only the fascia sign lettering shall be illuminated above the entrance door. Given the width of the frontage it is considered acceptable to install two projecting signs to the bookend the shop front. The projecting signs are also considered to be appropriately proportioned and sited here.

The replacement signage is considered acceptable in terms of scale, design location, method of illumination and luminance levels (max 500cd/m<sup>2</sup>), and it is not considered that new signage will have any adverse impact on neighbouring residential amenity, or to have any negative impact on pedestrian or vehicular safety.

The proposed signage does not obscure any significant architectural or historic features, nor does it detract from the character and appearance of the host building or the wider Bloomsbury Conservation Area.

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 policy D4 of the Camden Local Plan 2017, the London Plan 2017, 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 positioned above the typed name and title.

Daniel Pope  
Chief Planning Officer