

Application ref: 2020/1050/A
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Date: 8 July 2020

Development Management
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Joshua Simons & Associates
Imperial Business Park, Building 4
Maxwell Road
Borehamwood
WD6 1JN

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
44 New Oxford Street
London
WC1A 1ES

Proposal: Display of 2 x externally illuminated fascia signs and 2 x externally illuminated projecting signs.

Drawing Nos: Site Location Plan (TQRQM20049142003850), 2018/0120-01/05 B, Planning Statement (PS-PLA-APP-ADV-FUSHAN). Max illumination level 500cd/m.

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 proposed fascia signs and projecting signage are considered appropriate for the host building, and adverts here are considered acceptable in terms of scale, design, location, method of illumination and luminance levels (max 500cd/m²). All illumination will be static. The proposal to install two projecting signs is considered acceptable due to the corner site location of the premises.

It is not considered that new signage will have any adverse impact on neighbouring residential amenity, nor will it 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 street scene or the wider Bloomsbury Conservation Area.

The site's planning history has been taken into account when coming to this decision.

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 printed name and title.

Daniel Pope
Director of Economy, Regeneration and Investment