

Application ref: 2020/3359/A
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Development Management
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London Borough of Camden
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Four Architecture & Design (London) Ltd
The Lux Building
2-4 Hoxton Square
London
N1 6NU

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Unit 2
21-29 New Oxford Street
London
WC1A 1BA

Proposal:

Installation of 2 internally illuminated projecting signs and 1 internally illuminated ATM surround sign.

Drawing Nos: EX.01.E1, PR.01.E1, PA.00.Security

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 two proposed projecting signs and ATM surround sign would be of an appropriate design, size, location and luminosity. The signs would be appropriately be statically and internally illuminated and would have a maximum illuminance level of 436 cd/m². The two projecting signs would achieve a clearance from the ground of approximately 4 metres in accordance with the Camden CPG guidance. The other signage shown on the proposed drawings would be internal and would not require consent. Overall the signage is modest and would not harm the appearance of the host building or streetscene.

Due to the location and nature of the proposal, the signage is not considered to cause harm to neighbouring amenity or public safety.

No objections were received prior to making this decision. The planning history of the application site was taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies D1 and D4 of the London Borough of Camden Local Plan 2017 and accords with the London Plan 2016, the London Plan intended to publish 2019, 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 'DP', is positioned above the printed name and title.

Daniel Pope
Director of Economy, Regeneration and Investment