

CONSULTATION SUMMARY

Case reference number(s)

2020/4715/P

Case Officer:

Charlotte Meynell

Application Address:

Castlewood House (77-91) and Medius House
(63-69) New Oxford Street
London
WC1A 1DG

Proposal(s)

Temporary display of 4 externally illuminated advertisements on construction site hoardings on frontages of New Oxford Street, Earnshaw Street, Bucknall Street and New Oxford Street/Dyott Street.

Representations

Consultations:	No. notified	0	No. of responses	1	No. of objections	1
					No of comments	0
					No of support	0

Summary of representations

(Officer response(s) in italics)

One objection from the public has been received for the application. This is summarised as follows:

- Light pollution to residential properties at night on Bucknall Street and Earnshaw Street. The illuminated sig will be approximately 7 to 12 metres away from Matilda Apartments on Bucknall Street.
- A crane at the construction site has large brightly illuminated advertising hoardings on it facing Matilda Apartments causing light pollution.

Summary of comments

- *The proposals have been revised to remove all internal illumination. The revised proposals include external illumination from bulkhead lights to the trim of the hoardings at 5m spacings, to ensure that it is visible to pedestrians and vehicles. These are discreet in size, location and method of illumination and are required for safety purposes and should not cause any light pollution or loss of amenity.*
- *Advertisement consent has not been granted for illuminated*

	<i>advertising on cranes at this site. A planning enforcement case has therefore been opened to investigate this suspected breach.</i>
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Recommendation:- Grant temporary advert consent