

Application ref: 2021/1922/A
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Gerald Eve LLP
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Retail Units 1 and 2
Centre Point Link
New Oxford Street
London
WC1A 1DB

Proposal: Display of 3 x glazed-fixed illuminated advertisement signs at ground floor commercial unit, for a period of 1 year.

Drawing Nos: Site Location Plan 03(01); Arcade Plan; Proposed Signage Plan; External Signs

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 This consent is granted for a limited period of 1 year from the date of this permission, at the expiry of which the advertisement hereby approved shall be removed.

Reason: This type of advert is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. Its permanent display would be contrary to the requirements of policies D1, D2 and D4 of the Camden Local Plan 2017.

- 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 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.

Informative(s):

- 1 This application seeks advertisement consent for single glass fixed signs at three external corners of the site for a period of one year. The application site is located in the Denmark Street Conservation Area and is Grade II Listed. The applicant is also seeking listed building consent (listed building consent ref: 2021/2821/L)

The advertisements are glazed fixed signs with illuminated letters which state 'Foodhall' and 'Arcade'. The advertisements would not be fixed to the listed building and the letters would be applied onto the glass of the exterior of the building. Each advert would measure 5.24m in height and each letter would measure 0.46 in height.

The proposed adverts are considered to be acceptable in terms of their size, design, location, illumination, and; the temporary nature of the display. It is not considered that the proposed development would cause undue harm to the host building or the conservation area.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

In addition the adverts due to their nature and projection along the windows, would not cause harm to residential amenities of nearby neighbouring properties. Neither is it considered that the proposal would impact harmfully on either pedestrian or vehicular safety.

No objections have been received prior to making this decision. The application site's planning history and relevant appeal decisions were taken into account when coming to this decision.

The proposed development is in general accordance with Policies A1, D1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2021

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', written in a cursive style.

Daniel Pope
Chief Planning Officer