

Application ref: 2022/3650/A
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Date: 14 December 2022

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Firstplan
Broadwall House
21 Broadwall
London
SE1 9PL

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**74 New Oxford Street
London
WC1A 1EU**

Proposal:

Display of 3 internally illuminated signs on corner entrance and both street frontages, and 1 projecting sign on New Oxford Street (retrospective).

Drawing Nos: 200-01-00-DD, 200-02-00-DD, 200-03-00-DD, 200-04-00-DD, 200-05-00-DD, 200-06-00-DD, Site Location Plan, and Covering Letter.

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 Reasons for granting consent:

The proposed signage replaces similar sized signs in the same locations. It is considered to be acceptable, given the size, design, materials, location, methods of illumination and luminance levels. The signs are modest in size and design and would preserve the character of the streetscene, wider commercial area and conservation area, and are thus considered acceptable.

The signs would not be harmful to either pedestrian or vehicular safety, nor have any adverse impact on neighbouring amenity given their scale and low level of illumination (400 cd/m²).

The site's planning and appeals 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.

- 2 You are advised that, although the proposed drawings show advertisement vinyls

to be applied internally to the windows, they do not form part of this approval. As the vinyls are internal, they do not require express advertisement consent.

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 2021.

You can find advice in regard to your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned above the printed name and title.

Daniel Pope
Chief Planning Officer