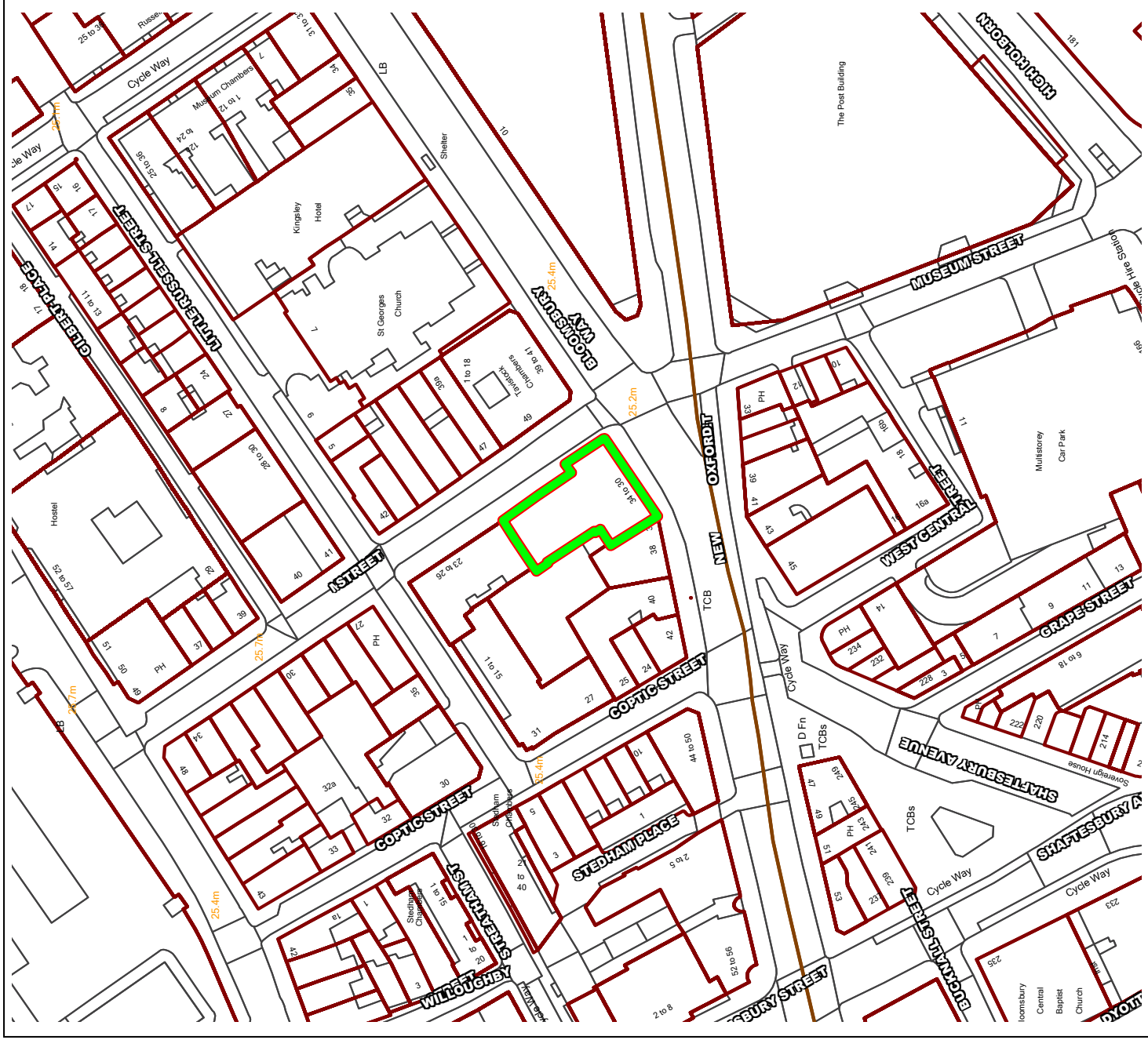


# 2024-4316-P & 2024-4341-A - 32 – 34 New Oxford Street - Map



## 2024-4316-P & 2024-4341-A – 32 – 34 New Oxford Street - Photos

Photographs July 2025:

Photo 1 – New Oxford Street





Photo 2 – New Oxford Street



Photo 3 – Museum Street





<b>Delegated Report</b>		<b>Analysis sheet</b>	<b>Expiry Date:</b>	<b>29/11/2024</b>
		N/A	<b>Consultation Expiry Date:</b>	<b>4/11/2024</b>
<b>Officer</b>			<b>Application Number(s)</b>	
Tania Clifford			1. 2024/4316/P 2. 2024/4351/A	
<b>Application Address</b>			<b>Drawing Numbers</b>	
32-34 New Oxford Street London Camden WC1A 1AP			Refer to draft decision notice.	
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>	
<b>Proposal(s)</b>				
1. Installation of a retractable awning canopy above the shopfront. 2. Display of four non-illuminated fascia signs, two non-illuminated projecting signs.				
<b>Recommendation(s):</b>		1. Grant Planning Permission 2. Grant Advertisement Consent		
<b>Application Type:</b>		1. Full Planning Permission 2. Advertisement Consent		

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
<b>Consultations</b>						
Adjoining Occupiers:	No. notified	00	No. of responses	00	No. of objections	00
			No. electronic	00		
Summary of consultation responses:	<p>A site notice was displayed directly outside the site on 11<sup>th</sup> October 2024 (expiring on 4<sup>th</sup> November 2024).</p> <p>The planning application was advertised in the local press (on 17<sup>th</sup> October 2024 and with expiry on 11<sup>th</sup> November 2024).</p>					
CAAC/Local groups* comments: *Please Specify	<p>The Bloomsbury Conservation Area Advisory Committee commented as follows:</p> <p>"The intention is for numerous internally illuminated fascia signs. The "Appraisal" actively rejects the use of internally illuminated signs in the Conservation Area. The BCAAC will opt for scepticism towards internally illuminated signs, especially of the planned projecting internally illuminated sign. The BCAAC therefore asks Camden to consider very carefully whether these planned signs are the best solution in the Conservation Area, albeit street-level New Oxford Street; the first floors &amp; above are mostly very well preserved."</p> <p><u>Officer response:</u></p> <p><i>Revisions have been received during the course of the application to appease the concerns raised by the Bloomsbury CAAC. The advertisements have been amended and are now non-illuminated. Full details of the revisions are summarised in paragraph 2.1 and the BCAAC objection is considered and addressed in paragraphs 4.6 and 4.7.</i></p>					



## Site Description

The application is a four storey corner building located on the northern side of New Oxford Street at the junction with Museum Street. The building was constructed in 1980 with preformed concrete panels. The ground floor is occupied by a restaurant, while the upper floors are in use as offices. The building is not Listed, but it is located within the Bloomsbury Conservation Area. It is not noted as being a 'positive contributor' in the Conservation Area Appraisal.

## Relevant History

**2016/2217/P** - Erection of mansard roof extension, relocation of air condensing units and installation of 1x air source heat pump to mixed use building (Use B1a/A3) to provide office space - **Granted Subject to a Section 106 Legal Agreement - 16/09/2016**

**2020/0262/P** - Replacement shopfront and relocation of entrances to restaurant (Class A3). – **Granted - 24/07/2020**

**2020/0926/A** - Display of 1x internally illuminated fascia sign and 2x internally illuminated projecting signs. – **Granted - 24/07/2020**

## Relevant policies

### National Planning Policy Framework (2024)

### The London Plan (2021)

### Camden Local Plan (2017)

- A1 Managing the impact of development
- D1 Design
- D2 Heritage
- D3 Shopfronts
- D4 Advertisements
- C6 Access for all
- T1 Prioritising Walking, cycling and public transport

### Camden Planning Guidance

- CPG Amenity (2021)
- CPG Advertisements (2018)
- CPG Design (2021)

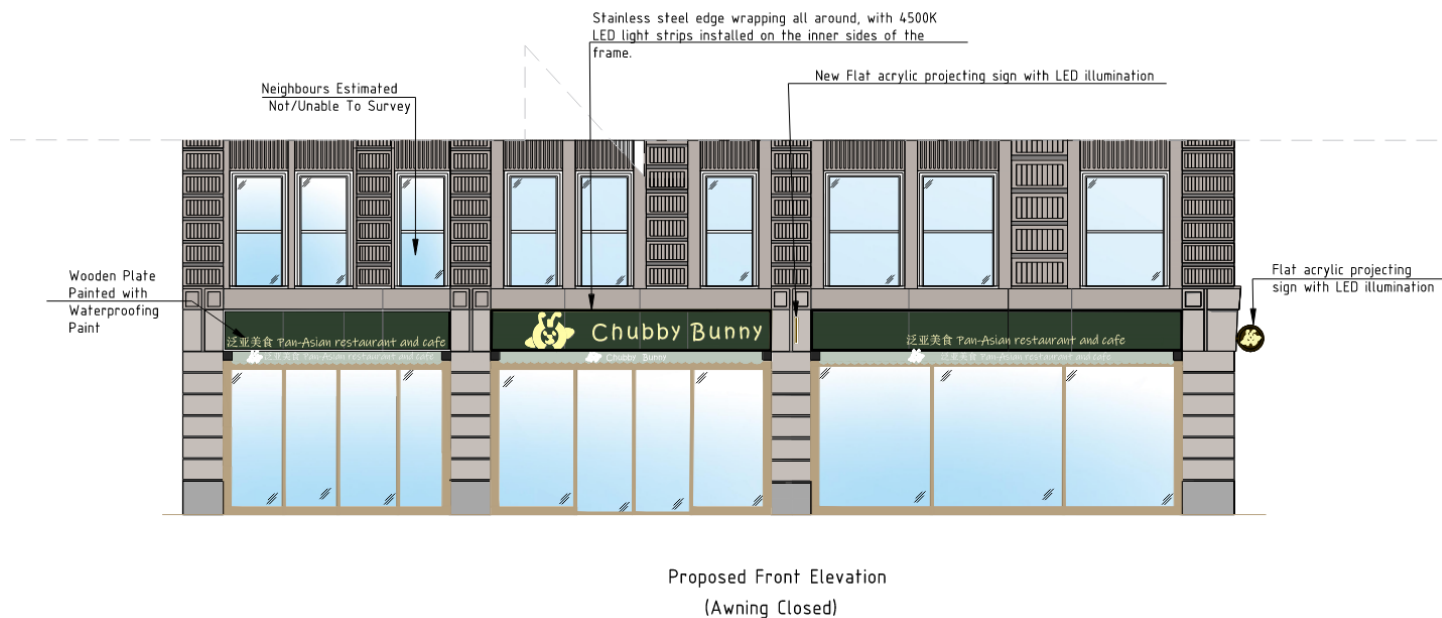
### Bloomsbury Conservation Area Appraisal and Management Strategy 2011

## Assessment

1. The original proposal sought planning permission and advertisement consent for:

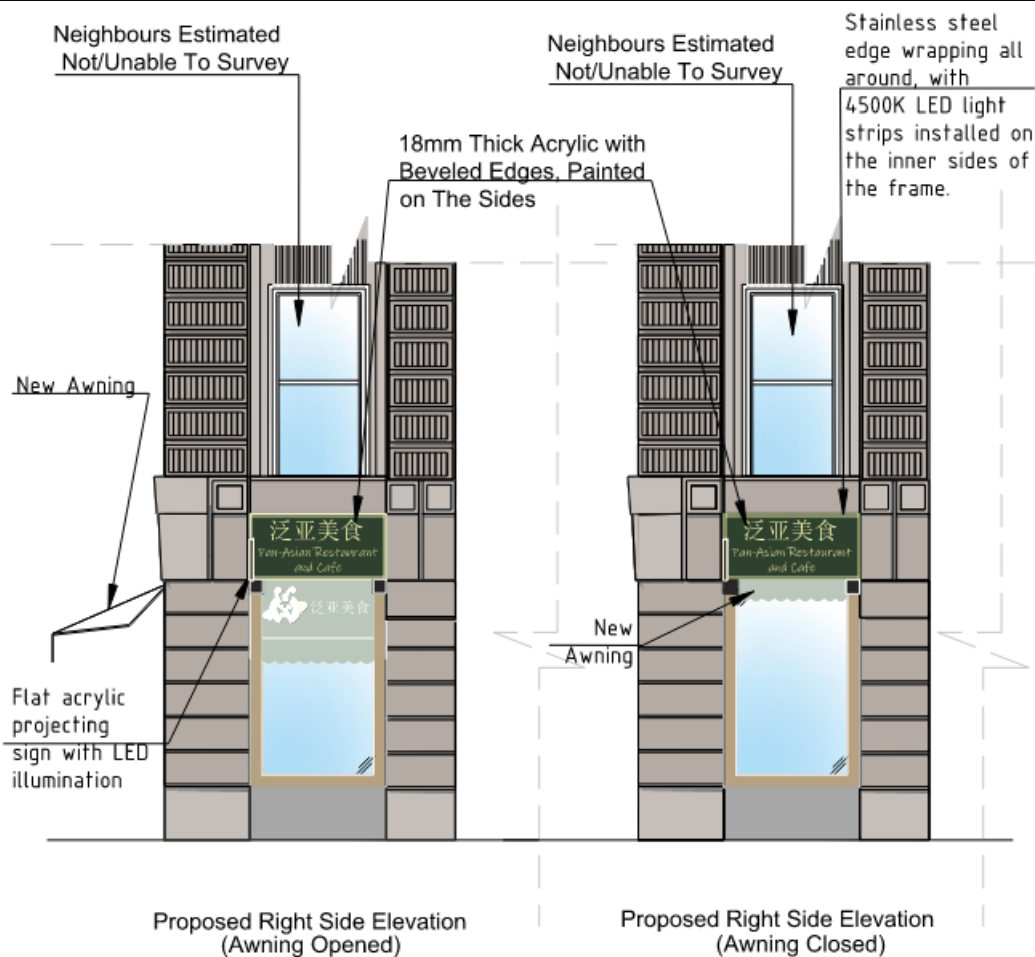
1.1 Display of internally illuminated fascia signs measuring 5430mm x 820mm, 5380mm x 820mm, 5340mm x 820mm, 1500mm x 820mm and two internally illuminated projecting signs with a diameter of 500mm.

1.2 Addition of retractable awning canopy above shopfront.



*Initially proposed New Oxford Street elevation*





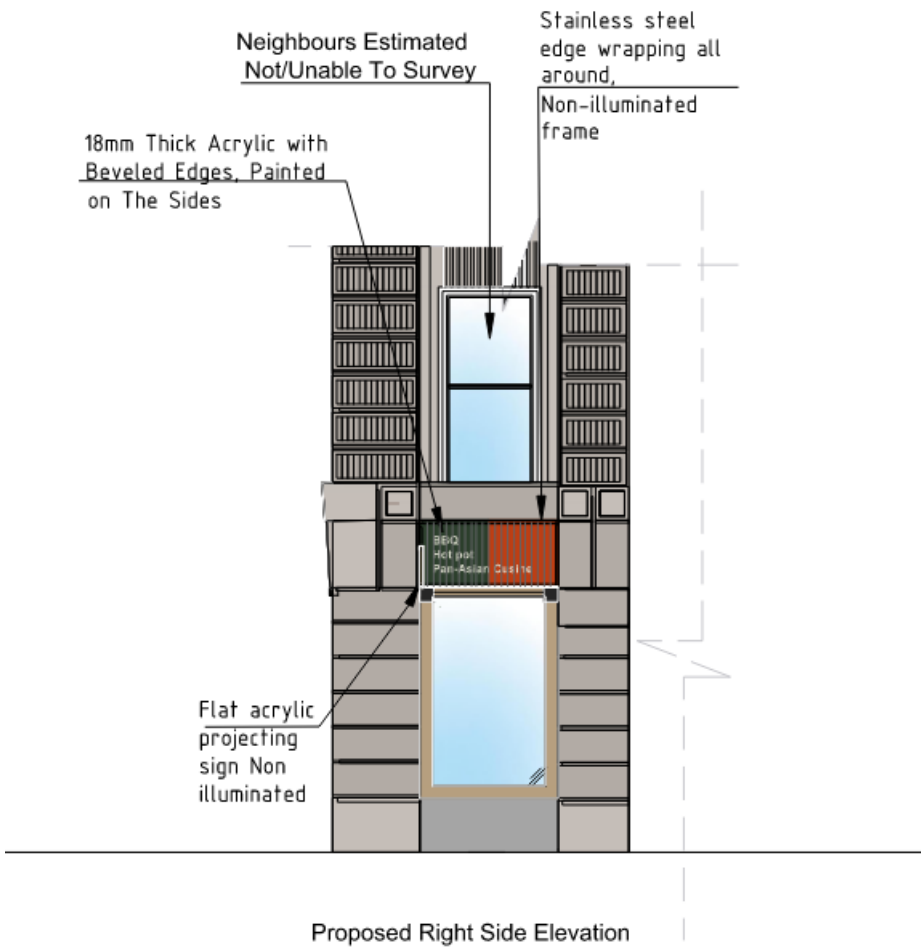
*Initially proposed Museum Street Elevation*

## 2. Revisions

2.1 It should be noted that during the course of the assessment revisions to the proposed scheme were requested in order to appease the concerns of the Bloomsbury Conservation Area Advisory Committee. The proposal was revised to the display of four non-illuminated fascia signs, two non-illuminated projecting signs and the addition of a retractable awning canopy above the shopfront only.



*Now proposed New Oxford Street elevation*



*Now proposed Museum Street elevation*



### 3. Assessment

3.1 The Planning considerations material to the determination of this application are as follows:

- Design
- Public Safety
- Amenity

### 4 Design

4.1 Policy D1 states that the Council will seek to secure high quality design in all cases. This policy states that in order to demonstrate high quality, developments should meet several criteria including: respecting local context and character; being sustainable and durable; and comprise details and materials that are of high quality and complement the local character. It continues to state that the Council will resist development of poor design that fails to take the opportunities available for improving the character and quality of an area.

4.2 Policy D2 (Heritage) states that Council will only permit development within conservation areas that preserves and enhances the character and appearance of the area. Policy D3 expects a high standard of design in new and altered shopfronts, canopies, blinds, security measures and other features.

4.3 Policy D4 requires advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail.

4.4 Design CPG states that it is important that new shopfronts and alterations to existing shopfronts are sensitively designed and do not detract from the character of the host building or the surrounding area. Insensitive alterations to existing shop fronts and poorly designed shopfronts in new buildings can erode the character of existing frontages and the local area. Advertisements CPG takes into account the character and design of the property, the appearance of its surroundings and the external fabric of the host building.

4.5 The Bloomsbury Conservation Area Appraisal and Management Strategy notes that care needs to be taken when dealing with applications for illuminated signage “which can have a major impact in conservation areas”. In terms of illumination the acceptable method would be either externally illuminated, halo or letter only internal illumination. The CA Statement notes that care needs to be taken when dealing with applications for illuminated signage “which can have a major impact in conservation areas”. This location, just south of the British Museum and in close proximity to numerous listed buildings (including the recently listed buildings within the group comprising 33-45 New Oxford Street and 10-12 Museum Street opposite), is particularly historic in character and there are virtually no internally illuminated signs evident on the commercial frontages here. The introduction of new internally illuminated signs would have a major impact at variance with the prevailing historic character.

4.6 The concerns raised by the BCAAC regarding the proposed illumination within the original proposal were addressed, resulting in revisions to the scheme, including the removal of all the proposed illumination to the signage. The canopy at the corner of Museum Street and New Oxford Street, was also removed from the proposals. There are no objections to the provision of an awning/canopy on the New Oxford Street elevation as this would not detract from the appearance of the site or New Oxford Street.

4.7 Following the revisions, the now proposed non-illuminated fascia signs, projecting signs and New Oxford Street elevation awning are considered to be appropriate in terms of their size, siting, design and appearance such that there will be no undue harm caused to the character or

appearance of the Conservation Area or the visual amenity of the townscape. The amended proposals would comply with the Local Plan policies on design (D1), heritage (D2) and advertisements (D4).

### Public Safety

- 4.8 Policy D4 of the Local Plan states that advertisements will not be considered acceptable where they impact adversely upon public safety, including where they distract road users because of their unusual nature. CPG (Transport) also seeks to ensure that there isn't any adverse impact on the highway network, the public footway and crossover points.

Safety of signage:

- 4.9 The proposed signs are not considered to be harmful to either pedestrian or vehicular traffic and they would not introduce any undue distraction or hazard in public safety terms, particularly given their size and siting and the fact they are not illuminated. The proposals, therefore, raise no public safety concerns.

Safety of canopy:

- 4.10 Policy C6 (Access for all) seeks to promote fair access and remove the barriers that prevent everyone from accessing facilities and opportunities, expecting spaces, routes and facilities between buildings to be designed to be fully accessible. Policy T1 (Prioritising Walking, cycling and public transport) states that the Council will promote walking in the borough and improve the pedestrian environment by ensuring that developments are easy and safe to walk through.

- 4.11 The original proposal sought to install a fourth canopy at the corner of New Oxford Street and Museum Street, which would sit at 2.1m between the blind and kerb (the requirement is for 2.3m between the blind and kerb). This canopy was removed from the proposal as it would have extended too far over the pavement and would have been a potential source of obstruction to pedestrians on Museum Street. The pavement is wider on New Oxford Street and the awning in this elevation would not project across the pavement so much, therefore enabling uninhibited pedestrian flow.



*Location plan with adjoining footways shown*



## Amenity

- 4.12 Local Plan Policy A1 seeks to ensure that the amenity of neighbours is protected including visual privacy, outlook, sunlight, daylight and overshadowing.
- 4.13 Given the siting and scale of the proposal and the significant separation distance to neighbouring properties, it is considered that the proposal would not lead to a detrimental impact upon neighbouring properties by virtue of loss of light, outlook and privacy.
- 4.14 The revised proposal would not cause any harm to amenity of occupiers at the host or neighbouring properties, particularly given the non-illumination of the proposed signs and modest nature of the signs and awning which are typical of ground floor commercial units in New Oxford Street and the Central London location. It is concluded that the proposals comply with policy A1.

## 5. Recommendations

5.1 Grant planning permission

5.2 Grant advertisement consent

*The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 4<sup>th</sup> August 2024, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to [www.camden.gov.uk](http://www.camden.gov.uk) and search for 'Members Briefing'.*

Application ref: 2024/4316/P  
Contact: Tania Clifford  
Tel: 020 7974 6936  
Email: [Tania.Clifford@camden.gov.uk](mailto:Tania.Clifford@camden.gov.uk)  
Date: 30 July 2025

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk](http://www.camden.gov.uk)

Se & Se Consultancy Ltd.  
59a  
Turners Hill  
Cheshunt  
EN8 8NT  
United Kingdom

# DRAFT

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990 (as amended)

### Full Planning Permission Granted

Address:  
**32-34**  
**New Oxford Street**  
**London**  
**Camden**  
**WC1A 1AP**

# DECISION

Proposal:

Installation of a retractable awning canopy above the shopfront ((New Oxford Street elevation)

Drawing Nos:

NO-2409-OS, NO-2409-SP, NO-2609-PEFE, NO-2609-EFE, NO-2609-PFE; NO-2609-RSE, NO-2609-SB, NO-2609-FS.

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

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans: NO-2409-OS, NO-2409-SP, NO-2609-PEFE, NO-2609-EFE, NO-2609-PFE; NO-2609-RSE, NO-2609-SB, NO-2609-FS.

Reason: For the avoidance of doubt and in the interest of proper planning.

- 3 All new external work shall be carried out in materials that resemble, as closely as possible, in colour and texture those of the existing building, unless otherwise specified in the approved application.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policies D1 and D2 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 3 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at [www.camden.gov.uk](http://www.camden.gov.uk)) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

You can find advice about your rights of appeal at:

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

Yours faithfully

Chief Planning Officer

**DRAFT**

**DECISION**



Application ref: 2024/4351/A  
Contact: Tania Clifford  
Tel: 020 7974 6936  
Email: [Tania.Clifford@camden.gov.uk](mailto:Tania.Clifford@camden.gov.uk)  
Date: 30 July 2025

**Development Management**  
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Se & Se Consultancy Ltd.  
59a  
Turners Hill  
Cheshunt  
EN8 8NT  
United Kingdom

# DRAFT

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:  
**32-34**  
**New Oxford Street**  
**London**  
**Camden**  
**WC1A 1AP**

# DECISION

Proposal:

Display of four non-illuminated fascia signs and two non-illuminated projecting signs.

Drawing Nos:

NO-2409-OS, NO-2409-SP, NO-2609-PEFE, NO-2609-EFE, NO-2609-PFE; NO-2609-RSE, NO-2609-SB, NO-2609-FS.

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

Conditions and Reasons:

- 1 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.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

- 6 The four fascia signs and two projecting signs shall be non-illuminated and retained as such thereafter.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policies D1 and D2 of the London Borough of Camden Local Plan 2017.

#### Informative(s):

- 1 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.

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

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

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

Chief Planning Officer

**DRAFT**

**DECISION**