

Application ref: 2023/1512/A
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Date: 15 May 2023

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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:

237-247 Tottenham Court Road
1-3 Bayley Street
1-4 Morwell Street
London
W1T

Proposal:

Temporary display of 1 non illuminated advertisement hoarding 33m x 2.4m at Bayley Street, 1 non illuminated advertisement hoarding 66m x 2.4m at Morwell Street and 1 non illuminated advertisement hoarding 64m x 2.4m at Tottenham Court Road until November 2024.

Drawing Nos: Site hoarding document by CO-RE dated 31st March 2023, ST-PR-01-003 and cover letter dated 12 April 2023.

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.

- 6 The advertisement hereby permitted shall be displayed for a temporary period only and shall be removed on or before 30/11/2024.

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 policy D1, D2 and D4 of the Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting consent

The proposals involve the installation of advertisement hoarding along the site boundary to replace the existing construction hoarding already on site. The hoarding is sought for a period of approximately 1.5 years until November 2024. The hoarding would measure 2.4m high and 33m long along Bayley Street, 46m along Tottenham Court Road and 66m along Morwell Street.

The Council's Advertisements CPG states that hoarding advertisements will be considered acceptable if an area has a mix of uses or is commercial in use, and where the advert relates satisfactorily to the scale of the host building and its

surroundings.

The proposed temporary advertisement hoarding is considered appropriate in terms of its size, design and location. The advertisements displayed on the hoarding boards are sensitively designed and relate to the redevelopment of the site (granted planning permission on 30 July 20021 under reference 2020/3583/P). The proposed signage would not be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance, nor would it have any adverse impact on neighbouring amenity. The hoarding would not be illuminated, ensuring there would be no impact on neighbours in terms of lightspill.

Whilst the Council would be unlikely to grant consent for this type of advertisement hoarding on a permanent basis as this would be harmful to the appearance of the streetscene and the character of the adjacent conservation area, the presence of the hoarding for a short period of time during the construction phase is not considered to have any long lasting harm. It would also have the additional short-term benefit of shielding the majority of works from public view. Under these particular circumstances, the proposal is considered to be acceptable. A condition has been attached to this decision to ensure that the hoarding hereby permitted is removed in a timely fashion.

The site's planning and appeal history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017, 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 2021.

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

<https://www.gov.uk/appeal-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

A handwritten signature in black ink, appearing to read 'DPope', is written over a light blue rectangular background.

Daniel Pope
Chief Planning Officer