

Application ref: 2023/3094/A
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Date: 20 November 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:

Land to the West of Royal Mail Sorting Office
Phoenix Place
Mount Pleasant
London

Proposal:

Display of vinyl stickers on the glazing of the commercial units (A1-A4) of the Phoenix Place development

Drawing Nos: TW-Comm-Adv01; THE POSTMARK COMMERCIAL UNIT BRANDING UNITS A1-A4 documents Version8 dated 25-10-2022 by Integrity.

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 This consent is granted for a limited period until 31 July 2025 or until the premises are sold or let, whichever is the shorter period, at the expiry of which the board hereby approved shall be removed.

Reason: In order to enable the Council to control the effects of the advertisement on the visual amenity of the area in accordance with policy D4 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting consent:

The continued display of vinyl advertising on the glazing of the ground floor commercial units named A1-A4 of the Mt Pleasant Phoenix Place development.

The design of the adverts is considered appropriate and will not cause harm to the appearance of the newly approved building or local area considering their temporary nature.

The adverts are temporary and will be permitted for a period of less than 2 years until 31 July 2025 or less if they are let within that time for Units A1, A2 and A3-A4

respectively. A condition is attached to ensure they do not become permanent. Advertisements of this nature would not be permitted on a permanent basis owing to their size, design and placement.

The proposal is not considered to cause any adverse impacts on neighbouring amenity or on public safety.

No objections have been received prior to making this decision. The planning history of the site has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies D1 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 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 grey rectangular background.

Daniel Pope
Chief Planning Officer