

Application ref: 2023/2004/A
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Date: 30 August 2023

Development Management
Regeneration and Planning
London Borough of Camden
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WC1H 9JE

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Armstrong Planning
Fenland House
15B Hostmoor Avenue
March
Cambridgeshire
PE15 0AX

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**311 Grays Inn Road
London
WC1X 8PX**

Proposal: Display of a scaffold shroud with 1:1 image of renovated building located between St Chad's and Gray's Inn Road elevations, and a non-illuminated advertisement panel located around the corner elevation, for a temporary period from 05/06/2023 until 07/02/2024.

Drawing Nos: (PY4464/-)001, 002, 003, 004, 005 rev C, 006 rev C, 007 rev C, 008, 009 rev C; Schedule of Specific Works & Roof and Façade Repairs documents from CUBED Ltd. (ref. CPA0978) dated March 2023 and May 2023 respectively.

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 advertisements hereby permitted shall be displayed for a temporary period only and shall be removed on or before 07/02/2024.

Reason: This type of advertisement 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.

Informative(s):

- 1 Reasons for granting advertisement consent:

The revised proposal is considered to be appropriate in terms of its size, design, location and non-illuminated nature of display. A static advertisement panel would occupy no more than 10% of the overall scaffold shroud surface and would be set within a central, corner position of the shroud, which itself would depict a 1:1 image of the building. The proposal is for a temporary period only while works of renovation are carried out.

Concern was initially raised by the Council to the original proposals which involved an externally illuminated advertisement panel, an excessively large panel and shroud, as well as, an over-sized building image, in so far as the proposal would likely adversely impact on views of the adjacent Grade II listed terrace of buildings

(nos. 1-7 St.Chad's Street) and be visually harmful within this setting, the immediate streetscene and wider Kings Cross / St. Pancras Conservation Area. In response the applicant submitted revised drawings omitting entirely any form of illumination from the proposal, as well as, reducing the size, proportion and positioning of both advertisement panel and scaffold shroud.

The revised proposal would not be harmful to either pedestrian or vehicular safety, nor would it have any adverse impact on neighbouring amenity in accordance with the Camden Planning Guidance, particularly given the non-illuminated nature of any signage.

While the Council would unlikely grant consent for this type of advertisement on a permanent basis as it would be harmful to the appearance of the streetscene, Kings Cross / St. Pancras Conservation Area and settings of nearby listed buildings, the presence of the amended shroud and advertisement for a short period of time during the renovation phase of the building 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 revised proposal is considered to be acceptable for a limited time period.

As the applicant has requested advertisement consent for a temporary period until 07/02/2024, a condition has been attached to this decision to ensure that the shroud and advertisement hereby permitted are removed in a timely fashion.

The site's planning and appeal history has been taken into account when coming to this decision. No objections have been received.

As such, the proposed development as revised is in general accordance with policies A1, D1, D2 and D4 of Camden Local Plan 2017, the London Plan 2021 and the National Planning Policy Framework 2021.

- 2 The applicant is reminded that any future advertisement consent application for a further temporary period for the display of the signage hereby approved may not be granted consent. A full assessment would be required at the time in order to ensure that the amenity of the streetscape, conservation area and settings of any nearby listed buildings are protected.
- 3 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as, for hoardings, temporary highway or road closures, or 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.

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 positioned above the printed name and title.

Daniel Pope
Chief Planning Officer