

Application ref: 2023/3000/A
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Date: 5 February 2024

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Rock Townsend
Old School
Exton Street
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

New Academic Building
54 Lincoln's Inn Fields
London
WC2A 3LJ

Proposal:

Temporary erection of vinyl column wraps and railing banners on Lincoln's Inn Fields, and vinyl graphics to glass on Kingsway.

Drawing Nos: RT22090-RTA-XX-00-DR-A-00001 Revision PL01; RT22090-RTA-XX-00-DR-A-00002 Revision PL01; RT22090-RTA-XX-00-DR-A-00701 Revision PL01.

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 vinyl column wraps, railing banners and vinyl graphic to glass hereby permitted are for a temporary period only and shall be removed at the end of the 4th week in September each year. At this time the advertisement shall be removed in its entirety and the land made good unless otherwise agreed in writing by the Local Planning Authority.

Reason: The type of advertisement is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. The permanent retention of the advertisement would be contrary to the requirements of policies D1 and D2 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting advertisement consent:

The proposal comprises the erection of two vinyl column wraps, two railings banners on Lincoln's Inn Fields and two vinyl graphics to glass on Kingsway.

The vinyl column wraps would not be adhered or fixed to the existing columns and the material would be easily removable and sustainable therefore not damaging the existing columns.

Given the temporary nature of the signage (two weeks mid to end of September

each year), the proposal is acceptable. A condition securing its removal will be placed on the permission.

Additionally, the proposed signage would not be illuminated and therefore not have any adverse impact on the public highway nor be harmful to public safety in accordance with the Camden Planning Guidance, and would not have any adverse impact on neighbouring amenity.

Overall, therefore, the signage proposals are considered to be acceptable in terms of their size, design and location.

The site's planning and appeals history has been taken into account when coming to this decision. An objection was raised from the Bloomsbury CAAC regarding the proposed signage as it was intended to be permanent. The applicant has amended the scheme, and given its temporary nature, it appears acceptable for both officers and the Bloomsbury CAAC.

As such, the proposed development is in general accordance with policies A1, D1, D2 and 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