

Application ref: 2024/0916/A
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Date: 20 March 2024

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

Phone: 020 7974 4444

planning@camden.gov.uk

www.camden.gov.uk/planning

DP9
100 Pall Mall
London
SW1Y 5NQ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Network Building
95-100 Tottenham Court Road
London
W1T 4TP

Proposal:

Temporary display of non-illuminated advertisements on hoarding on Tottenham Court Road, Howland Street and Whitfield Street until 30th April 2025.

Drawing Nos: Hoarding dimensions and specification prepared by Cartlidge Levene dated 29/02/24 (13 pages)

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 30/04/2025.

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

Informative(s):

- 1 Reason for granting permission

The proposal involves the installation of Dibond panels with digitally printed advertisements which would be installed on top of an existing hoarding surrounding the construction site. The advertisement hoarding is sought for a period of approximately 13 months until April 2025. The hoarding would measure 150.9m and would wrap around the construction site. It would be approx. 3m high and would display images and text which relate to the approved development (granted planning permission on 14 April 2022 under reference 2020/5631/P).

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 and the advertisements displayed on the hoarding boards are sensitively designed and relate to the redevelopment of the site. The proposed signage would not be harmful to either pedestrians or vehicular safety in accordance with 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.

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. However, the presence of the hoarding for a relatively short period of time during the construction phase is not considered to have any long lasting harm. 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 policies D1, D2, D4 and A1 of the Camden Local Plan 2017, the London Plan 2021 and the National Planning Policy Framework 2023

- 2 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.
- 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) 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.

- 4 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).

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