

Application ref: 2024/0150/A
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Turley
Brownlow Yard
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**The Heals Building
The Telephone Exchange and Minerva House
Alfred Mews
London
W1T 7LQ**

Proposal:

Display of no. 12 hanging flag banners; no. 3 entrance vinyls (Minerva House); no. 19 window vinyls (Telephone Exchange) [retrospective]

Drawing Nos: Site Location Plan PL_00_000 PL1, PL_01_200 PL1, AM_PL_01_100 PL1, PL_00_201 PL1, PL_01_201 PL1, AM_PL_00_100 PL1, PL_00_200 PL1, Design and Access Statement

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.

Informative(s):

- 1 Reasons for granting consent:

Retrospective advert consent is sought for the display of hanging flags and window vinyls around Alfred Mews, which is surrounded by the Heal's Building (Grade II* listed) to the north, and Minerva House (Grade II listed) to the south. A separate listed building consent application has been submitted under ref. 2024/3059/L.

Flag banners are suspended across the mews between the Heal's Building and Minerva House and the vinyls displayed across the ground floor of Minerva House and the Telephone Exchange. The adverts are subordinate to the host buildings and do not compete with their historic and architectural significance. Given the adverts are non-illuminated, and given their siting, they do not cause any undue impact to neighbouring occupiers. The adverts have created a greater sense of activity within the mews which is welcomed.

The suspended flag banners are sufficiently high so as not to interfere with traffic in and out of the mews, including larger vehicles. As such, the adverts do not pose a threat to highways users.

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 policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

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 2023.

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 of the signatory.

Daniel Pope
Chief Planning Officer