

Application ref: 2024/2084/A  
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DP9  
100 Pall Mall  
London  
SW1Y 5NQ

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**Development at Network Building**  
**10 Howland Street**  
**80 Whitfield Street and**  
**95 - 100 Tottenham Court Road**  
**London**  
**W1T**

Proposal:

Display of non-illuminated advertisements on hoarding on Tottenham Court Road.

Drawing Nos: Site Location Plan; Hoarding dimensions and specification prepared by Cartlidge Levene dated 29/02/24 (x 4 pages); Hoarding dimensions and specification prepared by Cartlidge Levene dated 14/05/2024 (x 9 pages); Cover Letter dated 15th May 2024.

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 30/05/2025.

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.

- 7 The advertisement hereby approved is to be installed on the hoarding as demonstrated on the approved drawings.

Reason: For the avoidance of doubt and in the interest of proper planning.

Informative(s):

- 1 Reasons for granting advertisement consent:

Temporary display of non-illuminated advertisements on hoarding on Tottenham Court Road, Howland Street and Whitfield Street until 30th April 2025 was granted on 20th March 2024 (2024/0916/A).

This proposal involves the installation of a shrink wrap with digitally printed advertisements which would be installed on top of the existing hoarding surrounding the construction site on Tottenham Court Road only. The advertisement hoarding is sought for a period of approximately 9 months until 30th May 2025. The hoarding would measure 36m and would wrap around the construction site on Tottenham Court Road only. It would be approximately 3m high and would display images and text which relates to the name of the development (Network) and the construction company (Kier).

The Council's Advertisements CPG states that hoarding advertisements will be considered acceptable if an area has a mix 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. 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 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 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 appeals history has been taken into account when coming to this decision. No objections have been received.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017, 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 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', written in a cursive style.

Daniel Pope  
Chief Planning Officer