

Application ref: 2024/4439/A
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Development Management
Regeneration and Planning
London Borough of Camden
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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:

Eurowed House
20-24 Kirby Street
London
EC1N 8TS

Proposal:

Temporary display of non-illuminated hoarding advertisements at ground floor level to Kirby Street, St Cross Street, and Saffron Hill until 01/06/2025.

Drawing Nos:

(All SYO53335-) 1 of 9 Site Location; 2 of 9 Site Plan; 3 of 9 Kirby St Elevation; 4 of 9 Kirby St Elevation Visual; 5 of 9 St Cross St Elevation; 6 of 9 St Cross St Elevation Visual; 7 of 9 Saffron Hill Elevation; 8 of 9 Saffron Hill Elevation Visual; 9 of 9 Saffron Hill Elevation Visual.

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 01/06/2025.

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 policy D1, D2 and D4 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting advertisement consent:

The proposal involves the erection of adverts to the hoarding surrounding the development site at 20-24 Kirby Street. Temporary advertisement consent is sought for a period of approximately six months, until 01/06/2025.

Advertisement consent is sought for the installation of Dibond substrate panels with anti-graffiti laminate printed advertisements installed to hoarding surrounding the construction site at 20-24 Kirby Street. The hoarding would wrap around the construction site, covering the ground floor elevation at Kirby Street, St Cross

Street, and Saffron Hill. It would measure approximately 70.05m in total length and 2.4m at its highest point, and the advertisements would display images and text relating to the approved development at the site (planning ref 2021/4482/P dated 18/10/2023).

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 application site is located in a commercial area, and the advert would be located only at the ground level of a large commercial building.

The proposed temporary advertisement hoarding is considered to be appropriate in terms of its size, design, and location and the advertisements displayed on the hoarding boards are sensitively designed and relate to the development at the site. The signage would not be harmful to either pedestrians or vehicular safety, 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 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 A1, D1, and D4 of the London Borough of Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

- 2 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).
- 3 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.

- 4 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.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

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



Daniel Pope
Chief Planning Officer