

# Delegated Report

Expiry Date:

13/10/2011

## Officer

Rob Tulloch

## Application Number(s)

2011/4244/A

## Application Address

278-280 High Holborn  
London  
WC1V 7EE

## Application Type

Advertisement Consent

## 1<sup>st</sup> Signature

## 2<sup>nd</sup> Signature (If refusal)

## Conservation

## Recommendation(s)

Grant Advertisement Consent

## Proposal(s)

The temporary display of a scaffolding gantry hoarding at first floor level to High Holborn and Whetstone park sides of the site until Autumn 2012.

## Consultations

### Summary of consultation responses:

N/a

## Site Description

The application site lies approximately midway along High Holborn, and is bounded by High Holborn to the north, Great Turnstile to the east, Whetstone Park to the south and abuts 271-277 High Holborn (Princeton House) to the west. The site became part of the Bloomsbury Conservation Area as a result of the extensions to the conservation area in April 2011.

## Relevant History

2011/0582/A Display of non-illuminated advertisement fronting High Holborn and side elevations at ground level on existing hoarding, for the duration of construction period. Granted 05/04/2011

2007/3976/P Demolition of existing Chichester House building and redevelopment of the site to include construction of a new 8-storey building plus basement level, for Class B1 office (9,297sqm), Class A1 retail (298sqm) at ground floor level and 6 residential (C3) units on the Whetstone Park frontage and external plant area at roof level. Granted 21/12/2007.

## Relevant policies

### LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP25 – Conserving Camden's Heritage

DP26 – Managing the impact of development on occupiers and neighbours

**Town and Country Planning (Control of Advertisements) (England) Regulations 2007**  
**Camden Planning Guidance 2011 (as amended)**

## Assessment

### Proposal

Chichester House has been demolished following the grant of planning permission for a new 8 storey building. The site currently has a street level hoarding around it making reference to the development under construction. It is not illuminated and comprises images of green trees with black and white text, and a small panel of partner companies. The proposal is to relocate the hoarding to a scaffolding gantry above the footway when this has been erected on site.

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

### Amenity

The hoarding would not obscure any architectural features and is considered acceptable in terms of proportions and design.

It is not considered that the hoarding would be unduly obtrusive in the street scene or disturb residents or occupiers.

### Public Safety

The location of the hoarding is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

### Recommendation:

Whilst Camden Planning Guidance does not specifically refer to adverts such as this, it is considered acceptable as:

- the hoarding is 2.4m high and not a shroud that would have a greater impact on the conservation area,
- no advertisement is proposed, other than details of the development taking place,
- the display is for a temporary period until construction has been completed,
- no illumination or animation is proposed that could distract drivers.

As such, the proposed hoarding is in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.

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