

Miss Lizzie Miller
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London
NW5 1LB

Application Ref: **2014/7074/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

6 January 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
St Giles High Street
London
WC2H 8LE

Proposal:
Display of 6 x lamppost banners in various locations along St Giles High Street for a period of one year.
Drawing Nos: OS Map; Cover Letter; Individual Sites Map; Banners Details; Banners Look Book.

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 This consent is granted for a limited period of 1 year from the date of this permission, at the expiry of which the advertisement banners hereby approved shall be removed.

Reason: In order to enable the Council to control the effects of the advertisement on the visual amenity of the area and the advertisements are only acceptable on a temporary basis as the permanent display of these advertisements would harm the



character and appearance of the conservation area and setting of listed buildings in accordance with policy CS14-(Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy and policy DP25 - (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

- 6 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 Camden Planning Guidance (CPG1) which clearly states that banner advertisements will only be permitted where they relate to landmark or unique buildings and do not detract from the appearance and form of the host building or the surrounding environment. It is acknowledged that only 3 of the banners are to sit within Denmark Street conservation area, though in close proximity of listed

buildings. It is also acknowledged that the proposed banners are to promote the local area such as theatres and Central St Giles Piazza in close proximity, and for no other commercial purposes that would not benefit nor serve this small area of St Giles including Shaftesbury Avenue nearby.

As such, the proposal would comply with the policy and is therefore considered appropriate in terms of size, design and location and would conserve and enhance the character and appearance of the conservation area and adjacent listed buildings.

Steps have been taken to ensure that the chosen locations for the banners are not to interfere with the CCTV cameras in situ within St Giles.

The proposal will not impact on the neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety.

The site's planning history and relevant appeals have been taken into account when coming to this decision including the objection received, namely against the negative impact of the banners in a conservation area.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4, 7.6 and 7.8 of the London Plan 2011; and paragraphs 14, 17, 56 -67, 126 -141 of the National Planning Policy Framework.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



Ed Watson
Director of Culture & Environment

