

Mr Dan Fyall
DP9 Ltd
100 Pall Mall
London
SW1Y 5NQ

Application Ref: **2015/2731/A**
Please ask for: **Rachel English**
Telephone: 020 7974 **1343**

5 June 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Regents Place Plaza
London
NW1 3FG

Proposal: Display of non-illuminated vinyl wrap and LED screen in public square for a temporary period between 13th June 2015 and 1st November 2015.

Drawing Nos: 001, 002, Proposed elevations and floorplans, 3D visual images, Indicative Schedule of events, Fonix LED spec and cover letter prepared by DP9 dated 29th May 2015

The Council has considered your application and decided to grant consent subject to the following conditions:

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 All images on the sides and rear of the screen must be entirely static and must not include any animation or movement.

Reason: To prevent harm to highway safety in accordance with policy CS11 of the London Borough of Camden Local Development Framework Core Strategy and policies DP16 and DP21 of the London Borough of Camden Local Development Framework Development Policies.

- 7 This consent is granted for a limited period until 1st November 2015.

Reason: In order to enable the Council to control the effects of the advertisement on the visual amenity of the area in accordance with policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policies DP30 of the London Borough of Camden Local Development Framework Development Policies.

Informatives:

- 1 The proposed vinyl advertisements and LED screen in terms of size, design and location are considered appropriate. They would be located for a temporary period only and would not harm the visual amenity of the area.

The proposal will not impact on the neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety. The LED screen would not be visible from the highway and only fixed non-illuminated vinyls would be visible.

The site's planning history and relevant appeals have been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies CS5, CS11, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP16, DP21, DP24 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 March 2015, consolidated with alterations since 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