

Mr Guy Goodyear  
54 Baker Street  
London  
W1U 7BU

Application Ref: **2015/2540/A**  
Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

1 July 2015

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**Commonwealth House  
1-19 New Oxford Street  
London  
WC1A 1NU**

Proposal:

Temporary display of a non-illuminated shroud and 3 x advertisements to High Holborn, New Oxford Street and apex elevations from 15/06/2015 till 15/06/2017.

Drawing Nos: Developers Brochure; Supporting Statement; [2351] 001 RevB; 002 RevB; 003; 004; 006 RevB; 007 RevC; 009; 010; 013 RevC.

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

Conditions and Reasons:

- 1 The advertisements hereby permitted shall only be displayed if the shroud hereby permitted is erected in its entirety and is a true 1:1 image of the host building. This permission is for a temporary period only and shall not be displayed before 1st July 2015. Both the advertisements and shroud shall be removed in their entirety on or before 1st July 2017.



Reason: The 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 CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP24 and DP25 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 Reason for granting permission:

The proposed temporary shroud and three advertisements are considered appropriate in terms of size, design and location, and would therefore conserve and enhance the character and appearance of the conservation area during the course of the construction.

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

The Council is unlikely to grant consent for such an advertisement on a permanent basis as this would harm the appearance of the building and streetscene. However, during construction the advertisement would shield unsightly construction works in accordance with guidance in CPG1 - Design.

The sites planning history and relevant appeal decisions were taken into account when coming to this decision.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area and special regard has been attached to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses, under s.66 and 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 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