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Application Ref: **2013/4086/A**
Please ask for: **Hugh Miller**
Telephone: 020 7974 **2624**

24 September 2013

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Granted

Address:
150 Holborn
London
EC1N 2NS

Proposal:
Display of a non-illuminated advertisement shroud (measuring 10m x 20m) on scaffolding between second and forth floor on the south elevation for temporary period until 1 September 2015.

Drawing Nos: Location plan; LIB/012.026/09/Rev; Block plan un-numbered drawing - 1 to 1 image front elevation; Un-numbered drawing front elevation 10m x 20m nun-illuminated sign.

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 Details of the proposed 1:1 replication banner of the approved alterations to the building's façade shall be submitted to, and approved in writing, by the Local Planning Authority. The approved banner shall remain permanently in-situ along the Holborn elevation and Gray's Inn Road elevation during the period of temporary consent hereby permitted.

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 DP24 of the London Borough of Camden Local Development Framework.

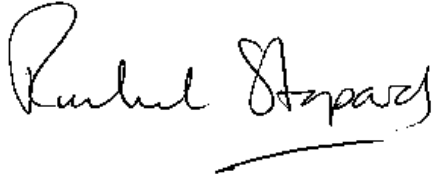
- 7 The advertisements hereby permitted are for a temporary period only and shall cease on or before 1 September 2015, at which time the advertisements shall be removed in their entirety.

Reason: The Council would wish to review the permission at the end of the period to consider the progress of construction on site in order to ensure compliance with

the requirements of policy CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies.

Your attention is drawn to the notes attached to this notice which tell you about your Rights of Appeal and other information.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard
Director of Culture & Environment

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It is important to us to find out what our customers think about the service we provide. To help us in this respect, we would be very grateful if you could take a few moments to complete our [online planning applicants' survey](#). We will use the information you give us to monitor and improve our services.