

Mr David Armstrong
DMA Planning Consultancy
Flat 2
129 Stapleton Hall Road
London
N4 4RB

Application Ref: **2015/5876/A**
Please ask for: **Barry Dawson**
Telephone: 020 7974 **3560**

9 December 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
45 New Oxford Street
London
WC1A 1BH

Proposal:
Installation of 1 x PVC scaffolding shroud for a temporary period from 01/01/2016 to 30/09/2016

Drawing Nos: Site location plan; PY2425-003 rev C; PY2425-004 rev C; PY2425-005 rev C; PY2425-006 rev C; PY2425-007 rev C; PY2425-010

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

Conditions and Reasons:

- 1 The advertisement hereby permitted shall only be displayed if the shroud hereby permitted is erected in its entirety. This permission is for a temporary period only and both the advertisement and shroud shall be removed in their entirety on or before 30 September 2016.

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 of the London Borough of Camden Local Development Framework Development Policies.

- 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 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.

Informative(s):

- 1 Reason for granting permission:

Camden's guidance has strict requirements as to what is acceptable regarding shrouds. Although CPG1 is generally supportive of shrouds to shield building works, the guidance states the shroud should 'contain a 1:1 image of the

completed building', and for the amount of advertising displayed on the shroud, specifically that 'covers no more than 20% of each elevation'.

The proposed shroud will comply with the requirements by featuring a full realisation (at 1:1) of the finished building on the north and the east elevations, with an area measuring 4m x 6m on the north elevation, comprising 20% of each elevation, reserved for advertisements. Furthermore, a section has been submitted showing the distance between the scaffolding and the building which displays there is adequate distance for the works to be carried out.

Precautions have been taken, as far as possible, to avoid harm to the listed building (the works the shroud will be covering are to repair and restore the building, and are subject to a separate application for Listed Building Consent), with a schedule of works detailing the extent of the works to be carried out. The scaffolding itself will be self-supporting as far as possible, with all scaffold poles to be fitted with plastic protective caps and to terminate 50mm away from the face of the building.

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 proposed temporary shroud and advertisement are considered appropriate in terms of size, design and location, and would therefore conserve the character and appearance of the conservation area during the course of the repair and restoration works

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

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

A handwritten signature in black ink, appearing to read 'Ed Watson', written in a cursive style.

Ed Watson
Director of Culture & Environment