

Jamie Gillingham
BNP Paribas Real Estate
5 Aldermanbury Square
London
EC2V 7BP

Application Ref: **2015/6191/A**
Please ask for: **Anna Roe**
Telephone: 020 7974 **1226**

22 December 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Parker Tower
43-49 Parker Street
London
WC2B 5PS

Proposal: Temporary display of advertising panel measuring approximately 2.5m high x 66m wide x 0.2m deep (from 22/12/2015 to 01/10/2017) fronting Parker Street and Newton Street.

Drawing Nos: P_00_JA12_001; P_AL_C645_001 and HEX001.

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

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 The advertisement panels hereby permitted is for a temporary period only and shall be removed on or before the 01/10/2017.

Reason: The advertisement panels are not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. The permanent retention of the structure 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.

Informative(s):

- 1 Reasons for granting Advertising Consent.

Advertising Consent is sought for the addition of flat aluminium panels to be installed onto existing wooden hoarding around the site. The existing wooden hoarding is a temporary structure which will stand during the construction of an approved development (as permitted under Class A of Part 4 of the Town and

Country Planning (General Permitted Development Order 2015). The current development on the site relates to a new building to provide residential accommodation under 2014/0176/P. This proposal is for the advertisement panels only and does not include the construction hoarding.

By virtue of their height, size and prominence within the conservation area the Council would not grant consent for such advertisements on a permanent basis. However, the proposal is considered acceptable during the building's construction phase as it would be an improvement in comparison to the existing plain wooden hoarding, and would need to be removed in any event after the construction period. Therefore, a condition would be attached for the removal of the advertising panels on or before 01/10/2017.

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

The site's 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, under s.72 of the Planning (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 and CS14 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 March 2015, consolidated with alterations since 2011; and paragraphs 14, 17, 56 -67 and 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