

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

Application Ref: **2015/6917/A**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 **3229**

7 January 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
22 Neal Street
London
WC2H 9PS

Proposal:

Display of non-illuminated banner on scaffold shroud fronting Neal Street for a temporary period of 6 months from 01/01/2016 to 01/07/2016.

Drawing Nos: PY2231- (001, 002, 003, 004, 006, 007, 009; Engineering report prepared by TZG Partnership dated 16 September 2015; Programme of works prepared by Seabrook Architects dated 30/11/2015; Lighting specifications leaflet -WFL Range; Cover letter; Photographic schedule of works to date.

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 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 shall be removed in their entirety on or before 1st July 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 policies DP24 and DP25 of the London Borough of Camden Local Development Framework Development Policies.

Informative(s):

- 1 Reasons for granting permission;

The application has been submitted for an extension of time to the temporary permission that expired on 01/01/2015. The applicants have submitted a structural

engineer's assessment of the building. Additional defects have been identified during the course of the restorative works. The extension of time to display the banner and shroud for a further 6 months is required in order to carry out and complete the newly identified structural defects within the building. The additional time period to display the temporary shroud and advertisement are considered to be justified in this instance. The Council is unlikely to grant consent for such an advertisement on a permanent basis as the shroud and banner would harm the appearance of the building, the street scene and the conservation area. Given that the shroud would screen the scaffolding required to carry out and complete the works it would continue to conceal views of the refurbishment works thereby conserving the character and appearance of the conservation area and would be considered acceptable.

The proposal will not impact on the neighbours' amenity nor be harmful to either pedestrians 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 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 56-68, and 135 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

