

Mr H Ryatt  
HSR UK LTD  
Kemp House  
152 City Road  
London  
EC1V 2NX

Application Ref: **2014/6754/A**  
Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

24 April 2015

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**Land at St Giles Circus  
1-23 Denmark Place  
18-28 Denmark Street  
52-59 St Giles High Street and 126-136 Charing Cross Road  
London WC2H 8NJ**

Proposal:

Temporary display of a shroud with 1 x non-illuminated advertisement to Charing Cross Road and Andrew Borde Street elevations and display of a shroud with 1 x non-illuminated advertisement to St Giles High Street and Denmark Street elevations from 01/01/2015 to 01/01/2017.

Drawing Nos: Cover letter dated 01/04/2015; [PY2183/] 001 RevA; 002 RevA; 010 RevA; 005 RevD; 006 RevD; 007 RevC; 008 RevD.

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 advertisements hereby permitted shall erected in their entirety and be a 1:1 true image of the host and/or completed buildings. This permission is for a temporary period only. Both the advertisements and shrouds shall be removed in their entirety on or before 1st January 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.

Informative(s):

1 Reason for granting:

The Council is unlikely to grant consent for such an advertisement on a permanent basis as this would harm the appearance of the buildings and the streetscene. Proposals must safeguard the character and appearance of conservation areas and or the setting of listed buildings. During construction however, temporary advertisements would shield unsightly construction works in accordance with guidance in CPG1 - Design.

The proposal has been amended during the course of the application to reduce and alter the amount and size of the shrouds and advertisements and remove the method of illumination.

The proposed temporary shrouds and 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 and the setting of the adjacent listed buildings.

The proposal will not impact on the neighbours' amenity nor would they 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 March 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', with a stylized, cursive script.

Ed Watson  
Director of Culture & Environment