

Mr Guy Goodyear
Outdoor Plus Limited
54 Baker Street
London
W1U 7BU

Application Ref: **2016/0522/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

4 April 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Land at St Giles Circus
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 from 01/04/2016 to 01/04/2018.

Drawing Nos: [2576/] 001 Site A; 002 Site A; 003 Site A; 004 Site A; 005 Site A; 006 Site A; [SKA-LOG-] 001 Rev06; 001A Rev01; 002 Rev06; 003 Rev06; 003A Rev01; 004 Rev05; 005 Rev06.

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 granted consent shall only be displayed if the shroud is erected in its entirety and is a true 1:1 image of the host building. This permission is for a temporary period only and shall not be displayed before 1st April 2016. Both the advertisement and shroud shall be removed in their entirety on or before 1st April 2018.

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 is a resubmission of a similar proposal granted in 2014 for a slightly larger advertisement. The reduction of the proposed sign, though minimal, is significant enough when taking into account the overall size and scale of the shroud, and is a welcome amendment which will benefit the surrounding area.

The proposed temporary shrouds and advertisements are considered appropriate in terms of size, design and location, and would therefore preserve and enhance the character and appearance of the conservation area, the streetscene, and wouldn't harm the setting of 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.

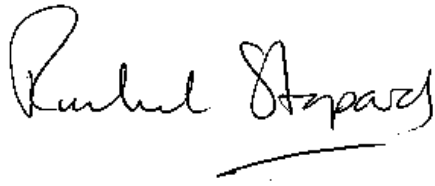
As such, the proposed development is in general accordance with policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development 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 that reads "Rachel Stopard". The signature is written in a cursive style with a horizontal line underneath the name.

Rachel Stopard
Director of Culture & Environment