

Mr Hugo Bass
Hut Architecture
3rd Floor
35-39 Old Street
London
EC1V 9HX

Application Ref: **2016/2863/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

23 June 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Eagle House
2-28 Procter Street
London
WC1V 6NX

Proposal: Temporary display of 4no non-illuminated hoarding boards to Procter Street and Eagle Street Passageway elevations, measuring 2.4m in height by 0.8m in width, 2.4m in height by 10.17m in width, 2.9m in height by 7.92m in width and 2.9m in height by 0.8m in width respectively, from 20/06/2016 to 01/10/2016.

Drawing Nos: Drawing Schedule (revised 21/06/2016); 1 x Photo and 5 x Proposed Detailed Hoarding Elevations; 001; 002; 009; 010; 030; 040; 302 RevA.

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 is for a temporary period only and shall be removed in its entirety on or before 1st October 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.

Informative(s):

- 1 Reason for granting advert consent:

The proposed temporary advertisement is considered appropriate in terms of size, design and location given that it would be up for a temporary period during construction.

The proposal would not impact on neighbouring amenity nor would it be harmful to pedestrian or vehicular safety.

The Council is unlikely to grant consent for such an advertisement on a permanent basis as it 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 site's planning history and relevant appeal decisions were taken into account when coming to this decision.

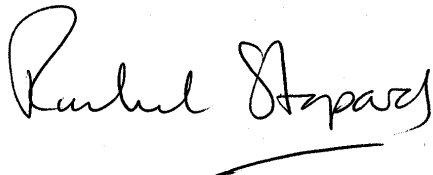
As such, the proposed development is in general accordance with policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4 and 7.6 of the London Plan 2016; and paragraphs 14-17, 56 -67 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 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard
Executive Director Supporting Communities