

Mr Robert Carr  
Premier Public Relations Ltd  
2-4 Bucknall Street  
LONDON  
WC2H 8LA

Application Ref: **2016/3029/A**  
Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

3 August 2016

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**O/s 120 Holborn**  
**London**  
**EC1N 2TD**

#### **Proposal:**

Temporary display of 3 x non-illuminated plaques set on the plinth supporting the sculpture, one measuring approx. 600mm x 250mm on the top face of the plinth and the other two approx. 600mm x 250mm on either side of the plinth from 08/07/2016 to 31/08/2016.

Drawing Nos: Site Plan with Measurements (01/08/2016); Site Plan with Measurements (30/06/2016); Sketch Plan; Site Plan (30/06/2016); 3355-W-3 (Ras) BS 476 - Exp Jul 2017; 2015-16 Revised 3D Eye Insurance; LumexGFire; Site Safety Plan - The BFG Trail; BFG Dream Jar Trail MS; LUL Certificate 2006; Street Map; Individual Site Plan; PPR 2016 Combined Liability Cover Note; Cover Letter (07/03/2016); Jar 1 V2, Jar 2 V2, Jar 3 V2 - Detailed Elevations and Sections.

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 are for a temporary period only and shall be removed along with the statue in their entirety on or before 31st August 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 and DP25 of the London Borough of Camden Local Development Framework Development Policies.

Informative(s):

- 1 Reasons for granting consent:

The proposed plaques in connection with the temporary installation of the BFG Jar statue are considered appropriate in terms of size, design and location and would therefore not impact detrimentally on the character and appearance of the street scene and the Hatton Garden Conservation Area, nor harm the setting of the adjacent Grade II Listed Buildings. The display is also considered to not prejudice public safety.

The site's planning history, relevant appeal decisions and the temporary basis for which consent is sought, were all 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 buildings or their setting or any features of special architectural or historic interest which they possess, 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.

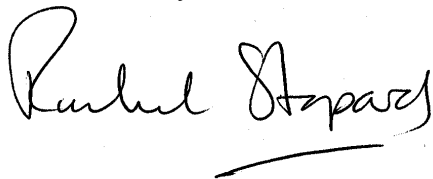
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4, 7.6 and 7.8 of the London Plan March 2016; 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 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard  
Executive Director Supporting Communities