

Mr David Armstrong
DMA Planning Consultancy
The Old School House
Dartford Road
March
Cambs
PE15 8AE

Application Ref: **2016/4381/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

30 August 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
45 New Oxford Street
London
WC1A 1BH

Proposal:
Temporary display of a non-illuminated advertisement (fronting New Oxford Street) with shroud from 01/10/2016 to 10/06/2017.

Drawing Nos: Schedule of Works (Revised August 2016); Scaffold Licence (Redacted); Building Survey 2012; Cover Letter (dated 05/08/2016); Photographic Survey of Condition; [PY2425-] 001, RevC, 002 RevC, 003 RevC, 004 RevC, 005 RevC, 006 RevC, 007 RevC, 008 RevC, 009, 010.

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 only be displayed if the shroud hereby permitted is erected in its entirety and is a true 1:1 image of the host building. This permission is for a temporary period only - as an extension to the previously approved 2015/5876/A - and shall only be displayed from 10th October 2016. Both the advertisement and shroud shall be removed in their entirety on or before 10th June 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 consent:

The proposed temporary shroud and non-illuminated advertisement are considered appropriate in terms of size, design and location. The proposal will not harm the setting of the host and adjacent listed buildings and will preserve the architectural interest of the host building and the appearance and character of the streetscape and the conservation area during the refurbishment works.

In view of the works to be undertaken, it is understood that an extension to the temporary period already approved under application reference: 2015/5876/A is to address the time lost caused by the delays of getting the refurbishment started. If a further extension of time was to be requested, it is unlikely that this would be granted.

The proposal was amended to reduce the size of the advertisement so that it covers only 10% of the elevation of the building in accordance with CPG1 (Design). As such, it would measure approximately 24sqm and the overall size of the New Oxford Street elevation with the shroud is approximately 240sqm.

The proposal will not impact on the neighbours' amenity nor would it 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.

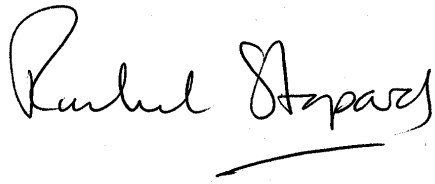
In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Executive Director Supporting Communities

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
Executive Director Supporting Communities