

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

Application Ref: **2016/3963/A**  
Please ask for: **Kasuni Thewarapperuma**  
Telephone: 020 7974 **3406**

6 September 2016

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**10 Bloomsbury Way**  
**London**  
**WC1A 2SL**

Proposal:  
Display of 1 micromesh PVC advertisement on a scaffold shroud

Drawing Nos: PY2077-001 Rev A; -002 Rev A; -003 Rev A; -004 Rev A; -005 Rev A; 10BW  
Leak Report (13 July 2016); programme of works; Planning Statement

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 express consent hereby granted is for a temporary period of 12 weeks and shall begin on the date of the erection of the scaffold safety screen or by not later than 6 months from the date of this decision, whichever is the earlier. Written notice shall be given to the Council of the date of erection of the safety scaffold shroud within 7 days of that erection.

Reason: In order to enable the Council to control the effects of the advertisement on the visual amenity of the area in accordance with policy CS5 (Managing the impact of growth and development), CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy and policies DP24 (Securing high quality design) and DP25 (Conserving Camden's heritage) of the London Borough of Camden Local Development Framework Development Policies.

- 7 The advertisement shroud shall be removed in their entirety at the end of the temporary period of express consent or when external refurbishment works to the building have been completed, whichever is the earlier.

Reason: In order to enable the Council to control the effects of the advertisement

on the visual amenity of the area in accordance with policy CS5 (Managing the impact of growth and development), CS14 (promoting high quality places and conserving our heritage) of the London Borough of Camden LDF Core Strategy and DP24 (Securing high quality design) and DP25 (Conserving Camden's heritage) of the London Borough of Camden's LDF Development Policies.

Informative(s):

1 Reasons for granting permission

The proposed temporary shroud and advertisement are considered appropriate in terms of size, design, and location, and would therefore conserve and enhance the character and appearance of the conservation area during the course of the building repairs.

The proposal will not impact on the neighbours' amenity nor would it be harmful to either pedestrians or vehicular safety. An informative has been added alerting the applicant that relevant Highways licences should be obtained prior to commencement of works.

The site's planning history and relevant appeal decisions were taken into account when coming to this decision. It is considered that the proposal is aligned with these.

The Council is unlikely to grant consent for such an advertisement on a permanent basis as this would harm the appearance of the building and streetscene.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013. However, during construction the advertisement would shield unsightly construction works in accordance with guidance in CPG1 - Design.

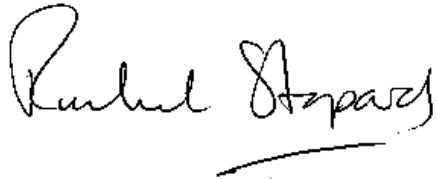
As such, the proposed development is in general accordance with policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with the relevant policies of the London Plan 2016 and the NPPF.

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  
Executive Director Supporting Communities