

Mrs Helen Pearson-Flett
David Lock Associates
50 North Thirteenth Street
Central Milton Keynes
MK9 3BP

Application Ref: **2016/4709/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

7 December 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
BT Tower
45 Maple Street
London
W1T 6HQ

Proposal:

Replacement of existing infoband with new LED information band on the BT Tower.

Drawing Nos: Lighting Specification (revised 02/12/2016); Email from Agent - 10.05.2016; Email from Agent - 09.11.2016; Planning Heritage & Design Statement - Aug 2016; [WL 4005031] SH 01 OF 04 issue A (Site Location Plan), SH 02 OF 04 issueA, SH 03 OF 04 issueA, SH 04 OF 04 issueA; Photomontages of BT Tower (14no images).

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 level of illuminance of the LED Information band during the night time period must remain unchanged at 3000cd/m. The increase of illumination hereby approved is only applicable to the daytime period of the signage.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP25 of the London Borough of Camden Local Development Framework Development Policies.

Informative(s):

- 1 Reason for granting permission:

The proposal is for the replacement of existing LED illuminated Information band (Infoband) on the BT Tower like-for-like. The level of illuminance is however to double - from 3000cd/m to 6000cd/m which will inevitably enhance the visibility of the upper part of the tower. The increase in the level of illuminance is only to be

apply to daytime. The level of night time illuminance is to remain unchanged, at 3000cd/m.

The proposal is considered to be acceptable in terms of design, location and method of illumination, and will preserve the appearance of the Grade II listed BT Tower.

It must be noted that future advert consent application for further increasing the level of illuminance - be it by day or by night - is unlikely to ever be granted.

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.

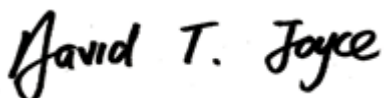
As such, the proposed development is in general accordance with policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4, 7.6 and 7.8 of the London Plan March 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



David Joyce
Executive Director Supporting Communities