

Miss Hannah Bryant
Gerald Eve
72 Welbeck Street
LONDON
W1G 0AY

Application Ref: **2017/0025/A**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 **3229**

16 February 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
21-31 New Oxford Street
London
WC1A 1BA

Proposal: Temporary display of non-illuminated advertisement on the hoarding at ground floor level fronting Museum Street and the corners of Museum Street/High Holborn and Museum Street/New Oxford Street until 16/02/2019.

Drawing Nos: Site location plan; The Post Building Hoarding booklet dated 22.12.2016 produced by dn&co; Cover letter dated 4 January 2017.

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 removed in their entirety on or before 16/02/2019 or as soon as the works which necessitate the hoarding have been completed, whichever is the sooner.

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 Advertisement consent is sought for non-illuminated advert on the hoarding fronting Museum Street and the corners of the site on High Holborn and new Oxford Street. The hoarding currently encloses the development site that was granted planning permission on 30/03/2015 (ref 2014/5946/P). It would display the name by which the site is being marketed "The Post Building".

Along this part of Museum Street is an enclosed multi-storey car park and

commercial units at ground level. Views of this part of the site are very limited from the junction with New Oxford Street and High Holborn. Taking this into consideration and the fact that the advert will be non-illuminated and will only be displayed for the temporary period that the hoarding will be displayed around the construction site, it would not be considered to have an adverse impact on the character or appearance of the street.

Given its context, the proposal would not have a harmful impact on neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety.

The site's planning and appeal history has been taken into account when coming to this decision.

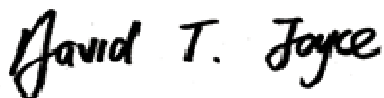
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy and policies DP24 and DP26 of the London Borough of Camden Local Development Framework Policies. The proposed development also accords with The London Plan 2016 and 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 that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Executive Director Supporting Communities