

Mr Huw Walker
12 Manchester Mews
London
W1U 2DX

Application Ref: **2018/0359/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

13 February 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
182 High Holborn
LONDON
WC1V 7AP

Proposal:

Temporary display of non-illuminated fascia boards measuring 20m in length by 1.5m in height and 2.8m in length by 1.5m in height on High Holborn, 2.8m in length by 1.5m in height on Smart's Place from 13/02/2018 until 25/02/2019.

Drawing Nos: [SYO52289] Site Location Plan, Detailed Signage/elevations/photos (bundle of 4 pages), Fascia Boards Details.

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 advertisementt hereby permitted shall be displayed for a temporary period only and shall not be displayed before 13/02/2018 and shall be removed on or before 25/02/2019.

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 policies D1 and D4 of the Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting permission:

The proposed temporary advertisement is considered appropriate in terms of size, design and location. The visual representations on the advertising fascia boards reflect the association of the construction site with No182 High Holborn, in connection with the planning permission reference: 2016/5141/P granted on 23/12/2016 for the remodelling/refurbishment of the building.

The Council is unlikely to grant consent for such an advertisement on a permanent basis as this would harm the appearance of the adjacent building and conservation area, as well as the streetscene. The nature of a fascia sign is normally to provide visibility to a business. This type of fascia board however is unusual in terms of its size and design. The location - above ground floor level - is quite prominent. However, during construction the advertisement would provide a clean feature against the background of unsightly scaffolding and plastic sheeting in connection with construction works in accordance with guidance in CPG1 - Design.

The proposal will not impact on the 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.

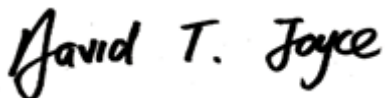
As such, the proposed development is in general accordance with policies D4 and A1 of the Camden Local Plan 2017. The proposed development also accords with policies of the London Plan 2016; and the National Planning Policy Framework.

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
Director of Regeneration and Planning