

Mr Mark Wilkinson  
Infinity Outdoor  
1st Floor  
44 Charlotte Street  
London  
W1T 2NR

Application Ref: **2018/0749/A**  
Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

28 February 2018

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**Town Hall Extension**  
**Argyle Street**  
**LONDON**  
**WC1H 9JE**

Proposal:  
Temporary display of a non-illuminated shroud and advertisement on Euston Road elevation from 15/03/2018 until 08/05/2018. (in connection with the previous application reference: 2016/4603/A granted on appeal ref: APP/X5210/Z/16/3165497).  
Drawing Nos: Cover Letter (23/01/2018); THX-Advert-001; 1002; 300118.

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 and both the advertisement and shroud shall be removed in their entirety on or before 8th May 2018, or as soon as the intended works 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 policies A1, D2 and D4 of the Camden Local Plan 2017.

#### 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 be

detrimental to the character and appearance of the host and adjacent buildings, the conservation area and the streetscape, and will not be harmful to the setting of the surrounding listed buildings during the refurbishment works.

The proposed commercial signage is to measure 19.9m in width by 10m in height and an area of 199sqm which is less than the permitted 10% of the 2088sqm of the shroud elevation on the apex elevation, and is therefore in accordance with CPG1 (Design).

In view of the refurbishment works that are currently taking place and still ongoing, this extension of less than 2 months is considered to be reasonable.

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.

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.

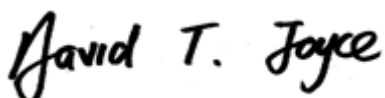
As such, the proposed development is in general accordance with policies A1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with policies of the London Plan 2016; and the National Planning Policy Framework.

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