

Miss Georgina Redpath  
DP9 Ltd  
100 Pall Mall  
London  
SW1Y 5NQ

Application Ref: **2018/2361/A**  
Please ask for: **Laura Hazelton**  
Telephone: 020 7974 **1017**

19 June 2018

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**Regents Place Plaza  
London  
NW1 3FG**

Proposal: Temporary display of signs on north, east and west elevation of temporary structure incorporating LED screen, between 1st June 2018 and 1st September 2018.

Drawing Nos: 001 (dated 22 April 2018), 001 (dated 10 March 2018), 002, 005, RPSUM02, RPSUM04, Planning statement dated 24 April 2018.

The Council has considered your application and decided to grant consent subject to the following conditions:

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.

#### Informatives:

- 1 Reason for granting permission-

The proposed vinyl advertisements and LED screen in terms of size, design and location are considered appropriate given that they would only be for a temporary period. Adverts of this type would not be appropriate in the location over a long-term period.

The proposal would not impact on neighbouring amenity nor would it be harmful to either pedestrian or vehicular safety. The LED screen would not be visible from the highway (it would face away from it) and only fixed non-illuminated vinyls would be visible.

The site's planning history and relevant appeals have been taken into account when coming to this decision.

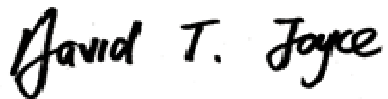
As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with The London Plan 2016 and the National Planning Policy Framework 2012.

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