

Miss Natalie Hall
The Courtyard Building
17 Evelyn Yard
London
W1T 1AU

Application Ref: **2018/2072/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

27 June 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Parker House
25-37 Parker Street
London
WC2B 5PJ

Proposal:
Temporary display of internally illuminated (back lit) logos and non-illuminated lettering on south and west facing construction hoarding panels until 30/04/2019.

Drawing Nos: A_10_013 rev01; 1588(PL)102 rev.P1; Hoarding Signage Details - Floor Plan, Elevations, Signage and Illumination Details - 25/04/2018 (8 pages).

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 approved shall be displayed for a temporary period only and shall be removed on or before 30/04/2019.

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 internally illuminated lettering logos and non-illuminated lettering signage are to occupy a small areas within the construction hoarding, which is linked to the development approved at the site under reference 2012/6132/P. In terms of the method of illumination, only a small section of the lettering on the proposed hoardings would be internally illuminated, the rest of the signage lettering would be non-illuminated. Although it is unlikely that the Council would support

such a proposal for long term or permanent display, the temporary nature of the scheme minimises its impact on visual amenity and is therefore considered acceptable.

As such, the proposal is considered to be acceptable in terms of its size, design, location and method of illumination, and would not be detrimental to the character and appearance of the host and adjacent building, conservation area and streetscape.

The proposed signage would not have a significant impact on neighbouring amenity nor would it be harmful to either pedestrian or vehicular safety in the area.

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, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

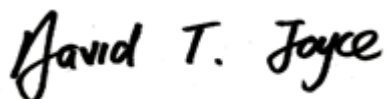
As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with policies of the London Plan 2016; and the National Planning Policy Framework.

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