

Mr David Armstrong
Armstrong Planning
The Old School House
Dartford Road
March
Cambs
PE15 8AE

Application Ref: **2018/0378/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

22 February 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
262 High Holborn
London
WC1V 7EE

Proposal: Temporary display of a non-illuminated shroud over the entire building with 1:1 image of existing building and non-illuminated advertisement at first and second floor level on the front façade until 09/10/2018.

Drawing Nos: Revised Programme of works 'Holborn ph2 - Construction' dated 04/04/2017, (002782/001-005, 007

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 advertisement hereby granted consent shall only be displayed while the programme of works specified in 'Revised Programme of works Holborn ph2 - Construction dated 04/04/2017' which require scaffolding are being undertaken and shall be completely removed and the building made good by 10 October 2018 or when the above works have been completed/scaffolding is no longer required, whichever is the sooner.

Reason: In order to enable the Local planning authority to control the effects of the advertisement on the visual amenity of the area in accordance with policy D4 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting consent

The proposal re-applies for advertisement consent previously granted temporarily. The proposed non-illuminated shroud advertisement is considered acceptable in size and location as it screens a building undergoing refurbishment. The

scaffolding covers the entire elevation with netting displaying a 1:1 image of the completed building with the advertisement covering 10% of this display, which respects the architectural form and scale of the building. The Council would not grant consent for such an advertisement on a permanent basis; however, for a limited time the advertisement would screen the unsightly construction works and would not be considered unduly dominant in this commercial locality, as it would not detract from the buildings character and appearance and wider Bloomsbury Conservation Area.

In terms of size and siting, the proposal is not considered would not be considered to disturb neighbouring occupiers nor would they be considered hazardous to road users raise no public safety concerns.

No objections have been received prior to making this decision and the site's planning and relevant enforcement 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 (ERR) 2013.

As such, the proposed development is in general accordance with policies A1, D1, D2, D4 and T1 of the Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2016 and the National Planning Policy Framework 2012.

- 2 This consent is without prejudice to, and shall not be construed as derogating from, any of the rights, powers, and duties of the Council pursuant to any of its statutory functions or in any other capacity and, in particular, shall not restrict the Council from exercising any of its powers or duties under the Highways Act 1980 (as amended). In particular your attention is drawn to the need to obtain permission for any part of the structure which overhangs the public highway (including footway). Permission should be sought from the Council's Engineering Service Network Management Team, Town Hall, Argyle Street WC1H 8EQ, (tel: 020 7974 2410) or email highwayengineering@camden.gov.uk.

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

David T. Joyce

David Joyce
Director of Regeneration and Planning