

Mr Rory McManus
Turley
Turley 8th Floor,
Lacon House
84 Theobalds Road
London
WC1X 8NL

Application Ref: **2018/2590/A**
Please ask for: **John Diver**
Telephone: 020 7974 **6368**

13 August 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
32 Torrington Square
London
WC1E 7JL

Proposal:
Temporary display of advertisements to illuminated (static bulkhead lights) construction hoardings until 10/04/2022
Drawing Nos: 0001A rev P1, 0001B rev P1, 0001C rev P1, 0001D rev P1, 0003B rev P7;
Covering Letter (dated 04/06/18); Images of Artwork (A-Y) (received 06/06/2018)

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 permitted shall be displayed for a temporary period only and shall be removed on or before 10/04/2022.

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, D2 and D4 of the Camden Local Plan 2017.

Informative(s):

- 1 The Council is unlikely to grant consent for such advertisements on a permanent basis as this would harm the appearance of the nearby listed buildings, the conservation area and the streetscene. However, during construction of the recently permitted works under ref. 2017/4300/P the advertisement (attached to the construction hoarding) would assist in shielding unsightly construction works in accordance with guidance in CPG Advertisements (2018). The advertisements are intended to communicate with local residents, businesses and visitors about the proposed development in addition to providing way finding signage and contact

information of the contractor which is considered appropriate. The extent to the hoardings and the provision of bulk head lighting has been previously agreed under the associated Construction Management Plan for safety reasons and are not objectionable. 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.

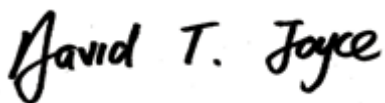
As such, the proposed development is in general accordance with policies D1, D2, D4 and A1 of the Camden Local Plan 2017. The proposed development also accords with policies of the London Plan 2016 and the National Planning Policy Framework (2018).

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 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