

Application ref: 2018/3896/A  
Contact: Matthias Gentet  
Tel: 020 7974 5961  
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**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

DP9 Ltd  
100 Pall Mall  
London  
SW1Y 5NQ

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**Postmark Marketing Suite on Phoenix Place**  
**Land to west of Royal Mail Sorting office bounded by Phoenix Place**  
**Mount Pleasant**  
**Gough Street & Calthorpe Street**  
**LONDON**  
**WC1**

Proposal: Temporary display of internally illuminated (Halo) letter signs at top floor level to north and south elevations, and an internally illuminated letter board sign at 1st and 2nd floor level to east elevation of a temporary marketing suite until 31/10/2020. [Retrospective]

Drawing Nos: Cover Letter (09/08/2018); (01)-S-001; [EH106114] Location of Proposed Advertisements Plan, North Elevation, East Elevation, South Elevation; [EH 107667\_001\_01 rev01] Detailed Signage (South Elevation), Detailed Signage (East Elevation), Detailed Signage (North Elevation); [(03)-E-] 001, 002, 003.

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 are for a temporary period only and shall be removed in their entirety on or before 31st October 2020.

Reason: In view of its appearance and various locations, this form of advertisement is not considered appropriate other than for a temporary period. Its permanent display would be contrary to the requirements of policy D4 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting:

The proposal is seeking advertisement consent for the temporary display of internally illuminated (Halo) letter signs and board sign at upper level of the north, east and west elevations of a newly built Marketing Suite (granted planning permission 20/07/2018 - reference: 2018/2567/P) all in connection with the redevelopment of the site also granted planning permission on 30/03/2015. The proposed signage will highlight the presence of the suite as well as promoting the current construction works taking place and developers.

In terms of size, design, location and method of illumination, the back-lit signs are considered to be acceptable. They would preserve the character and appearance of the host and adjacent buildings, surrounding locale and the adjacent Hatton Garden Conservation Area.

It must be noted that the signs are already in place, and as such, the application is retrospective.

The proposal would not materially 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, 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 2018

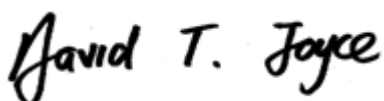
- 2 Any further application for another temporary period for the display of the signage may not be granted advert consent. A full assessment would again be required. This is to protect the amenity of the streetscape by restricting this type of development to be temporary only, as in short term.

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 Joyce  
Director of Regeneration and Planning