

Application ref: 2018/3317/A
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DP9 Ltd
100 Pall Mall
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

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

Proposal: Temporary display of advertisements on construction hoarding (associated with development being implemented under planning permission 2013/3807/P dated 30/03/2015) facing onto Gough Street, Mount Pleasant and Phoenix Place measuring 112.8m in width by 3.11m in height containing non-illuminated 'Postmark' signs and associated marketing signage, and 2 x non-illuminated 'postage stamps' images for a period of 3 years.

Drawing Nos: Site Location Plan; Advertisement Location Plan; Hoarding design, Mount Pleasant pack dated 25/10/2018 (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 permitted shall be displayed for a temporary period of 3 years only from the date of this decision letter and shall be removed on or before 24/10/2021.

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 policy D4 of the Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting permission:

The proposed temporary advertisements are considered appropriate in terms of size, design and location. The representations of the advertisement on hoarding boards are to reflect the redevelopment of the site that was granted planning permission on 30/03/2015 (reference: 2013/3807/P) as well as promoting the current construction works taking place and developers.

The Council is unlikely to grant consent for such advertisements on a permanent basis as this would harm the appearance of the adjacent conservation area, listed

buildings and the streetscene. However, during construction the presence of the advertisements would assist in shielding construction works in accordance with guidance in CPG1 - Design.

Revisions were sought to have the illumination and projecting elements removed from the proposal. These features are deemed to be unacceptable.

Overall, the advertisements would preserve the character and appearance of the surrounding locale and adjacent Hatton Garden Conservation Area, and would not harm the setting of adjacent Grade II listed buildings.

The proposal would not unacceptable impact neighbouring amenity nor would it be harmful to 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 policy D4 of the Camden Local Plan 2017. The proposed development also accords with policies of the Draft London Plan 2016; and the National Planning Policy Framework 2018.

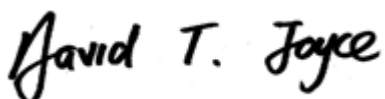
- 2 Any further application for another temporary period for the display of the signage may not be granted advert consent. A full assessment would again be required. This is to protect the amenity of the streetscape by restricting this type of development to be temporary only, as in short term.

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