

Application ref: 2018/4832/A  
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Date: 1 February 2019

**Development Management**  
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People Live Limited  
118-120 Wardour Street  
London  
W1F 8AE

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**The Cochrane Theatre & Old St Martin's College**  
**Theobalds Road**  
**Southampton Row.**  
**London.**  
**WC1B4AP.**

Proposal:

Temporary installation of 4 x totems at entrances to Southampton Row and Theobalds Road with 5 x banners, and; vinyl graphic to Cochrane Theatre, from 01/11/18 - 30/11/18.

Drawing Nos: Site Location Plan, Floor Plan 01, Advert Details, Entrance Totems, Event Assembly & Disassembly Method Statement, Vinyl Graphics Method Statement, Banner Fixing Detail, Visual Presentation, Design and Access Statement, Heritage Statement.

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.

#### Informative(s):

1

A proposal to display advertisements requiring consent was received by the local authority less than one month in advance of the proposed development/ installation. Upon initial receipt the application had insufficient information for it to be validated.

Given the short timeframe from the submission of the application to the date the adverts were required, there would not be sufficient time to allow for the statutory consultation period for the associated listed building consent requirement, and; to determine the applications.

However; given that the nature of the event in question was a high profile temporary event; The World Chess Championship Finals, the Local Authority felt it was sensible to show some additional support to the event organisers to ensure that the Borough could benefit from the wider opportunities the event would bring.

The initial proposal sought consent for the display of; 2 storey Vinyl Graphics, 13 x externally illuminated banner adverts, 4 x externally illuminated Entrance Totems/

Door Portals, and; an approximately 4m high sculpture to be placed on the public highway.

The number and scale of adverts initially proposed was considered to be overly dominant, and; given the proposed illumination, could potentially cause distraction to vehicular traffic at this busy junction. Additionally there was concern about the impacts on the setting of the listed building and character of the Conservation Area.

Revisions were sought to reduce the number of adverts to 4 x totems at entrances to Southampton Row and Theobalds Road with 5 x banners, and; single storey vinyl graphic to Cochrane Theatre and to remove the large sculpture. Also; the light fittings were switched off, and removed each evening, no later than 10:00pm to minimise the impact.

The revised proposals are considered acceptable in terms of design, size, location and method of illumination. Whilst the purpose of advertising is obviously to attract peoples' attention, the reduced number, and positions of the advertisements are not be considered unduly dominant in the street scene.

On balance, the proposals would not be considered to cause significant harm to neighbouring occupiers and are not considered to be hazardous to vehicular or pedestrian traffic and therefore raise no public safety concerns.

No objections were received prior to coming to this decision. The site planning history was taken into account when assessing the proposal.

Special attention has been paid to the desirability of preserving or enhancing the character and 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.

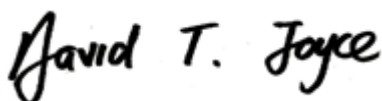
The proposed development is in general accordance with policies D4 of the Camden Local Plan 2017. The proposed development also accords with policies of The London Plan 2016 and the National Planning Policy Framework 2018.

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 2018.

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

