

Application ref: 2019/0507/A
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Date: 26 February 2019

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DP9 Ltd
100 Pall Mall
London
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Mount Pleasant & Phoenix Place Development Site
Phoenix Place
London
WC1X 0DA

Proposal:

Temporary display of 2 x internally illuminated 'Taylor Wimpey Central London' advertisements on the back of 2no construction cranes' cabins (associated with development being implemented under planning permission 2013/3807/P dated 30/03/2015) until 31st December 2020.

Drawing Nos: Cover Letter (28/11/2019); 32875-02-1001 revP01 - Site Location Plan; [32875-05-] 1001 revP01, 1002 revP01.

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 display shall be statically illuminated and the intensity of the illumination of the signs shall not exceed 2500 candelas per square metre during the day and 265 candelas per square metre during the hours of darkness. The levels of luminance on the sign shall be controlled by light sensors to measure the ambient brightness and dimmers to control the lighting output to within these limits.

REASON: To ensure that the advertisement does not harm the character and appearance of the area, in accordance with the requirements of policies D4 and A1 of the Camden Local Plan 2017.

- 7 The advertisements hereby permitted shall be displayed for a temporary period only and shall be removed on or before 31/12/2020.

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:

The proposal is seeking advertisement consent for the temporary display of 2no internally illuminated signs on the back of the cabins of 2no cranes that are to operate within the construction site (associated with development being implemented under planning permission 2013/3807/P dated 30/03/2015).

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. CPG (Advertisements) clearly states that advertisements at high level can appear visually obtrusive and unattractive and, where illuminated, can cause light pollution to neighbouring residential properties.

Nevertheless, the two signs are to be in place for a temporary period. Due to the nature of the cranes (mobile at upper level) and the high location of the signage on the on the cranes, this would reduce the impact of both signs on the residential properties on Mount Pleasant. The level of illuminance is also to be restricted to no more than 200cd/m² during the hours of darkness by means of a condition.

It must be noted that illuminated signage onto the Marketing Suite have already been approved on 11/10/2018 - reference: 2018/3896/A. Should the applicant wish to seek further consent for added illuminated signage, it is unlikely that such application would be supported by the Council due to the cumulative impact added illuminated advertisements would have on the surrounding locale.

In terms of size, desing, location, illumination and temporary nature, the proposal is considered to be acceptable. It would preserve the appearance and character of the surrounding locale and adjacent Hatton Garden and Bloomsbury Conservation Areas, 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 2017; and the National Planning Policy Framework 2019.

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

David T. Joyce

David Joyce
Director of Regeneration and Planning