

Application ref: 2019/3985/A
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Mr David Byron
University Of London
Senate House
Malet Street
London
WC1E 7HU

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

University Of London Senate House
Malet Street
London
WC1E 7HU

Proposal:

6 No. A1 (594mm wide x 841mm high) signage boards secured to the perimeter railings on Malet Street. The proposed A1 signs will be in pairs, situated at three locations along the railings. The proposed signs will be used to advertise events for the University of London, School of Advanced Studies and Senate House Library.

Drawing Nos:

Site Plan;

Access and Design Statement;

Close up elevation;

Long elevation;

Photo sheet of British Museum advertising example.

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 Reason for granting permission-

This consent is for the display of three pairs of poster display boards along the southern part of the front boundary railings to Senate House, along Malet Street. Senate House is Grade II* listed.

The applicant is seeking to regularise the display of signs and posters which tend to be displayed on an ad hoc informal basis without either Advertising Consent or Listed Building Consent. The displays will be for University of London, the School of Advanced Studies and Senate House Library related events and will be for a period of 5 years.

Each board will be a solid non illuminated advertising board within a plain powder coated aluminium frame coloured RAL 7016 - Anthracite Grey to match the new

painted livery of Senate House. The measurements of the display boards are as follows: Height: 0.841, Width: 0.594 and Depth: 0.15. Each board will be protected with a 3mm clear polycarbonate sheet and attached, through the railings, to a simple horizontal bar running behind the advertising display panel and without any direct attachment to the cast iron of the listed railing. This method of display is considered reversible with no invasive fixing or damage to the historic cast iron railings.

The site's planning history has been taken into account when making this decision

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

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

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 2019.

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, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer