

Application ref: 2020/0485/A
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Pembroke Planning
2 Stamford Square
London
SW15 2BF

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**110 High Holborn
London
WC1V 6EU**

Proposal: Display of static digital display to lower facade of Southern elevation above Proctor Street junction.

Drawing Nos: Site Location Plan 20/01/2020, 78475 10400, 78475 10450 01. Road Safety Audit (Pulsar Transport Planning November 2019).

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 digital screen hereby approved shall not be illuminated with flashing elements at any time.

Reason: To ensure that the advertisement does not have an adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance policy D4 (Advertisements) of the Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting consent:

The proposed static digital display is considered acceptable in terms of size, design, method of illumination and location as it shall respect the architectural form of the host building. The signage would not be dominant in the street scene and would not cause harm to the visual amenity of the area.

The static digital display would not harm the amenity of nearby residential occupiers in terms of outlook and would not be hazardous to vehicular or pedestrian traffic and therefore the proposal raises no public safety concerns.

One objection was received in relation to the scale of the screen and potential impact on road safety, however; it is considered that the screen is a suitable scale for the host property which is a nine storey modernist structure spanning the

junction of proctor street. It also is noted a similar screen is in place to the other side of the host building. Additionally a road safety audit has been provided by the applicant to the satisfaction of the Council Transport Officer.

The proposal is not considered to have any negative impact on the adjacent Bloomsbury Conservation Area or any nearby listed building.

The site's planning 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 adjacent 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.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with CPG for Advertisements, the London Plan 2016 and 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 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', written in a cursive style.

Daniel Pope
Chief Planning Officer