

Application ref: 2020/0865/A
Contact: Tony Young
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Date: 1 May 2020

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Trusko Ltd.
Fao. Miss Maria Hunt
Office 34
Oliver House, Hall Street
Chelmsford
CM2 0HG

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**15 Great James Street
London
WC1N 3DP**

Proposal:

Display of 2.4m high x 6.5m wide non-illuminated hoarding sign for a temporary period until 26/04/2021 while building works are being carried out.

Drawing Nos: 1101 rev D, 2100 rev H, 3000 rev D; unnumbered proposed front elevation and signage details; Heritage Statement from Trusko Ltd. dated 30/03/2020.

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 hereby permitted shall be displayed for a temporary period only and shall be removed on or before 26/04/2021.

Reason: This 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 policies D1, D2 and D4 of the Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting advertisement consent:

The proposed temporary advertisement hoarding is considered appropriate in terms of its size, design, location, materials and absence of illumination. The sign would not result in any adverse impact on neighbouring amenity, nor would it be harmful to either pedestrian or vehicular safety. Furthermore, the sign would not obscure or damage any significant architectural features of the listed building, nor detract from the character and appearance of the Bloomsbury Conservation Area.

While the Council is unlikely to grant consent for the display of such a sign on a permanent basis as it would be harmful to the appearance of the listed building, streetscene and wider Bloomsbury Conservation Area, it is recognised in this case that the sign would only be in place for a temporary limited period and would provide a degree of screening of building works from views within the public realm

and protection to the listed building itself during the course of these works, and in particular, the front railings and entrance steps.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received.

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 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

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

As such, the proposal is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2016, and the National Planning Policy Framework 2019.

- 2 The applicant is advised that this consent relates solely to the display of signage as described in the proposed description and does not grant approval for any other alterations shown on the approved drawings.

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