

Application ref: 2020/1574/A
Contact: Rachel English
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Date: 11 May 2020

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DP9 Ltd
100 Pall Mall
London
SW1Y 5NQ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Regents Place Plaza
London
NW1 3FG

Proposal: Display of LED screen for a temporary period until 31st October 2020.

Drawing Nos: Location plan, 001, 002, Fonix Technical specifications 4.8mm, cover letter by DP9 dated 7th January 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 This consent is granted for a limited period until 31st October 2020. The LED screen shall not show screenings outside the following times: 0800hours to 2200hours.

Reason: In order to enable the Council to control the effects of the advertisement on the amenity of the area in accordance with policy D4 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting consent:

The proposed LED screen is considered acceptable in terms of size, design and location given it would only be in situ for a temporary period. Advertisement of this type would not be appropriate in the site location over a long-term period.

The proposal would not impact on neighbouring amenity nor would it be harmful to either pedestrian or vehicular safety. The LED screen would face away from the highway and only fixed non-illuminated vinyls would be visible from the highway.

The site's planning history and relevant appeals have been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D4 of the

Camden Local Plan 2017. The proposed development also accords with The London Plan 2016 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 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 positioned above the printed name and title.

Daniel Pope
Chief Planning Officer