

Application ref: 2020/4715/A
Contact: Charlotte Meynell
Tel: 020 7974 2598
Email: Charlotte.Meynell@camden.gov.uk
Date: 15 December 2020

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Gerald Eve LLP
72 Welbeck Street
Marylebone
London
W1G 0AY

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Castlewood House (nos 77-91) and Medius House (nos 63-69)
New Oxford Street
London
WC1A 1DG

Proposal:

Temporary display of 4 internally illuminated advertisements on construction site hoardings along frontages of New Oxford Street, Earnshaw Street, Bucknall Street and New Oxford Street/Dyott Street.

Drawing Nos: Cover Letter (by Gerald Eve dated 23/09/2020); The Earnshaw Hoarding Drawings Pack (by dn&co. dated 01/12/2020).

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 23/09/2025.

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 consent-

This application seeks advertisement consent for temporary advertisements to be applied to construction site hoardings along the perimeters of two connected sites. The Council would be unlikely to grant consent for such advertisements of a large scale nature along all these frontages on a permanent basis as this would harm the character and appearance of the area. However, Camden Planning Guidance (Advertisements) notes that, if an area has a mix of uses or is predominantly in commercial use, some poster or hoarding advertising may be acceptable where it satisfactorily relates to the scale of the host building or feature and its surroundings.

The proposals have been amended to remove all internal illumination and to reduce the size of the messaging along Earnshaw Street, due to concerns about

light pollution to adjacent neighbouring residents, and the impact of the proposals on the adjacent listed building of Centre Point. The revised hoarding design features an array of coloured orbs and smaller-scale text in white on a black background. The hoarding will be illuminated with static bulkhead LED lights to be installed along the top trim of the hoardings at a spacing of 5m. The proposed advertisements would shield unsightly works for the duration of the construction works and are considered acceptable in terms of visual amenity. The lights are discreet in size, location and method of illumination and are required for safety purposes.

It is considered that the revised scheme would not cause undue harm to the residential amenities of nearby properties nor would be harmful to pedestrian or vehicular safety.

One objection with regards to light pollution was raised in response to the original proposals. The revised scheme has overcome this objection. This and the application site's planning history and relevant appeal decisions were taken into account when coming to this decision.

The proposed development is thus in general accordance with Policy D4 of the Camden Local Plan 2017 and the provisions of 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 written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer