

Application ref: 2021/3025/A  
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Gerald Eve LLP  
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Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**Land to west of Royal Mail Sorting office bounded by Phoenix Place  
Mount Pleasant  
Gough Street & Calthorpe Street  
LONDON  
WC1**

Proposal:

Display of non-illuminated 'Postmark' related signage on construction hoarding (associated with Phase 2 of development being implemented under planning permission 2013/3807/P dated 30/03/2015) facing onto Phoenix Place and Gough Street measuring 2.35m in height on 50.9m and 106.4m wide sections respectively for a temporary period until 01/12/2022.

Drawing Nos: Site Location Plan; Postmark Phase 2 Hoarding Overview Pack - 9 pages (ref. AM128651 TWCL-POSTMARK PHASE 2 HOARDING V2) dated May 2021; Postmark Phase 2 Hoarding Elevations (completed Sections 7 and 8) dated 26/05/2021.

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 01/12/2022.

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 Reasons for granting advertisement consent:

The proposed temporary, non-illuminated advertisement hoarding would be added to parts of the site boundary (identified on the submitted drawings as Sections 1-6 and 21-23) and is considered appropriate in terms of its size, design and location. The advertisements displayed on the hoarding boards are related to the redevelopment of the site (granted planning permission 2013/3807/P dated 30/03/2015) and promote the site's redevelopment and the developers involved. Consent was granted in 2018 for a similar existing advertisement hoarding

(2018/3317/A) displayed in different sections of the site and which is soon to be removed.

The proposed signage would not be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance, nor would it have any adverse impact on neighbouring amenity, particularly given the non-illuminated nature of the signage.

Furthermore, while the Council would unlikely grant consent for this type of advertisement hoarding on a permanent basis as this would be harmful to the appearance of the streetscene, adjacent conservation areas and settings of any nearby listed buildings, the presence of the hoarding for a short period of time during the construction phase is not considered to have any long lasting harm. It would also have the additional short-term benefit of shielding the majority of works from public view. Under these particular circumstances, the proposal is considered to be acceptable. A condition has been attached to this decision to ensure that the hoarding hereby permitted is removed in a timely fashion.

The site's planning and appeal history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2021 and the National Planning Policy Framework 2021.

- 2 The applicant is reminded that any future advertisement consent application for a further temporary period for the display of the signage hereby approved may not be granted consent. A full assessment would be required at the time in order to ensure that the amenity of the streetscape, adjacent conservation areas and settings of any nearby listed buildings are protected.

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 2021.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



Daniel Pope  
Chief Planning Officer