

Application ref: 2021/4252/A  
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**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
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WC1H 9JE

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Gerald Eve LLP  
72  
Welbeck Street  
London  
W1G 0AY

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**Space House**  
**1 Kemble Street and 43-59 Kingsway**  
**London**  
**WC2B 6TE**

Proposal:

Erection of hoarding along entire site perimeter measuring 2.1m high with internal illumination to Kingsway, Kemble Street and Keeley Street elevations.

Drawing Nos: 18077-SQP-ZZ-ZZ-DP-A-PL00001 rev D, letter dated 1 September 2021, Design document by Made Thought dated 27 August 2021, and document titled Illuminated Hoarding Overview.

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 31/05/2023.

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 policy D4 of the Camden Local Plan 2017.

#### Informative(s):

- 1 Reasons for granting permission

The proposals involve the installation of advertisement hoarding along the site boundary to replace the existing construction hoarding already on site. The hoarding is sought for a period of two years until May 2023 and would be installed in the same location as the existing hoarding. The hoarding would measure 2.1m high and 61.4m long along Kingsway, 111.4m long along Keeley Street and 100.3m long on Wild Street / Kemble Street.

The Council's Advertisements CPG states that hoarding advertisements will be considered acceptable if an area has a mix of uses or is commercial in use, where the advert relates satisfactorily to the scale of the host building or feature and its

surroundings.

The proposed temporary advertisement hoarding is considered appropriate in terms of its size, design and location. The advertisements displayed on the hoarding boards are sensitively designed and related to the redevelopment of the site (granted planning permission and listed building consent on 29/11/2019 under refs 2019/2773/P and 2019/2790/L) and promote the site's redevelopment.

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. The proposals have been reviewed by the Council's Transport Officer who confirms they have no concerns in terms of transport impacts.

Illumination is proposed along most of the length of the hoarding except for the section along Wild Street in order to ensure there is no disturbance to neighbouring residents. Where lighting is proposed, this is on the elevations fronting predominantly commercial areas and would have very low illumination levels of 0.1 cd / sqm which is in accordance with the guidance set by the Institute of Lighting Engineers PLG05 The Brightness of Illuminated Advertisements.

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 significance of the listed building, the appearance of the streetscene, and the character of the conservation area, 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 policy D4 of the Camden Local Plan 2017, the London Plan 2021 and the National Planning Policy Framework 2021.

- 2 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 3 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at [www.camden.gov.uk](http://www.camden.gov.uk)) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

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

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer