



GERALDEVE

One Fitzroy, 6 Mortimer Street,
London W1T 3JJ
Tel. +44 (0)20 7493 3338
geraldve.com

London Borough of Camden
Planning and Borough Development
5 Pancras Square
London
N1C 4AG

FAO: Laura Dorbeck

Our Ref: LJW/NDA/LLJ/ACS/U0010439

12 April 2023

Dear Madam,

**247 Tottenham Court Road, London
Temporary Construction Hoarding
Town and Country (Control of Advertisements) (England) Regulations 2007**

We write on behalf of our client, M&G Fitzrovia Nominee 1 Limited and M&G Fitzrovia Nominee 2 Limited (the "Applicant"), to apply for express advertisement consent for an advertisement on a construction hoarding at 247 Tottenham Court Road, London (the "Site").

For the avoidance of doubt, express advertisement consent is sought for the following:

"Temporary display of 1no. non illuminated advertisement hoarding 33m x 2.4m at Bayley Street, 1no. Non illuminated advertisement hoarding 66m x 2.4m at Morwell Street and 1no. non illuminated advertisement hoarding 64m x 2.4m at Tottenham Court Road"

Site and Background

On 30 July 2021 planning permission (LPA ref. 2020/3583/P) was granted for:

"Demolition of 247 Tottenham Court Road, 3 Bayley Street, 1 Morwell Street, 2-3 Morwell Street and 4 Morwell Street and the erection of a mixed use office led development comprising ground plus five storey building for office (Class B1) use, flexible uses at ground and basement (Class A1/A2/A3/B1/D1/D2), residential (Class C3) use, basement excavation, provision of roof terraces, roof level plant equipment and enclosures, cycle parking, public realm and other associated works."

Since the grant of the original planning permission (LPA ref. 2020/3583/P), the applicant has been seeking to discharge various conditions attached to the permission and the development is underway. It commenced demolition works in January 2022.

The Site is not within a Conservation Area but is located directly opposite the site boundary of the Bloomsbury Conservation Area, opposite the north and east of the Site running along Morwell Street and Bayley Street. To the north west, the Charlotte Street Conservation Area is located opposite Tottenham Court Road. The Hanway Street Conservation Area is located further to the south west and is located partially in the London Borough of Camden and the City of Westminster.

The nearest Listed Buildings are located to the east which form part of the group listing of Nos. 28-38 Bedford Square which are all Grade I Listed Buildings, the designation includes some of the buildings on the opposite side of Morwell Street. To the north, on the opposite side of Bayley Street, Nos. 6-10 Bedford Square are Grade II Listed before the row of Grade I Listed Townhouses at Nos. 12-27 Bedford Square all the way to the junction with Gower Street.

The surrounding area comprises a rich mix of different uses, including commercial, institutional and residential around the Site.

Proposals

The Applicant proposes to install an advertisement hoarding along the along the Bayley Street elevation, and the Tottenham Court Road elevation. The proposed hoarding has been designed as one coherent design along Bayley Street and Tottenham Court Road, which would deliver a cohesive design that sensitively responds to the commercial and residential uses of the surrounding area. It would advertise the emerging proposals in a sensitive way to enrich the townscape during the construction period.

The proposed hoarding is sought for a temporary period of approximately 1.5 years to November 2024.

The dimensions of the proposed hoarding are:

- Bayley Street Hoarding: 33m (w) x 2.4m (h)
- Tottenham Court Road Hoarding: 64m (w) x 2.4m (h)
- Morwell Street Hoarding: 66m (w) x 2.4 (h)

The hoarding shall be printed and fitted onto Dibond panelling which will be weatherproof. There will be space for a turnstile to maintain access to the site.

Planning Policy Considerations

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires proposals to be determined in accordance with the statutory development plan unless material considerations indicate otherwise.

The statutory development plan consists of:

- The National Planning Policy Framework ('NPPF') (as updated July 2021);
- The London Plan (2021); and
- The Camden Local Plan (2017)

Planning Assessment

Camden Local Plan Policy D4 requires advertisements to "preserve or enhance the character of their setting and host building" and to "respect the form, fabric, design and scale of their setting and host building".

Paragraph 1.20 of Camden Planning Guidance ("CPG") on Advertisements (2018) states that hoarding advertisements will be considered acceptable if an area has a mix of uses or is predominantly commercial in use, where the advert relates satisfactorily to the scale of the host building or feature and its surroundings.

The hoarding design is set out in detail within the submitted design document prepared by Sectorlight. The hoarding has been designed to be sympathetic to the site and its surroundings and the existing amenity of sensitive neighbouring uses.

The scale of the proposed advertisement is in keeping with the surrounding area, mirroring the grain of the site perimeter and extending no higher than 2.4m from ground level, ensuring that the hoarding appears as an integral (albeit temporary) feature of the site whilst protecting any harm to pedestrian or vehicular safety.

No illumination is proposed to ensure that the amenity of neighbouring residents or uses are protected. The proposed hoarding would activate the streetscene during the construction phase of the approved development and would promote the completed development.

The proposed hoarding would contribute to improving the attractiveness of the construction site during the construction phase of the approved development, whilst not presenting a public hazard, nor adding visual clutter or harming the existing amenity.

It is therefore considered that the proposals are in line with Camden Local Plan Policy D4 and the CPG, and as such, express consent for the display of an advertisement should be granted accordingly.

Application Documentation

As part of this submission, we enclose the following documents:

- Completed Application Form (ref. PP-11851832);
- Hoarding Design Statement, prepared by Sectorlight; and
- Site Location Plan, prepared by Stiff and Trevillion.

The application fee of £462.00 has been paid to Camden Council online via the planning portal. We trust this will be sufficient to allow validation. Please contact Liam Lawson Jones or Anna Collingwood-Smith of this office if you have any queries.

Yours faithfully,

Gerald Eve LLP

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LLawsonJones@geraldeve.com
Direct tel. +44 (0)20 3486 3605