

Application ref: 2023/1052/A
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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

PRIVATE
21 FIRST AVE
ACTON
LONDON
W3 7JP

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

IMPERIAL HOTEL
61-66 RUSSELL SQUARE
LONDON
WC1B 5BB

Proposal:

Erection of a decorative scaffold shroud wrap printed onto PVC comprising a 1:1 image of the building facade with an inset advertising area measuring 20m x 10m (non-illuminated) for a temporary period until 31st December 2024.

Drawing Nos: PY4469/001, PY4469/002, PY4469/003, PY4469/004 - rev A, PY4469/005 - rev A, PY4469/006, PY4469/007 - rev A.

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 is for a temporary period only and shall be removed on or before 31st December 2024.

Reason: The type of structure is not such as the local planning authority is prepared to approve, other than for a limited period, in view of its appearance. The permanent retention of the structure would be contrary to the requirements of policy D1 and D2 of the London Borough of Camden Local Plan 2017.

- 7 The development hereby permitted shall be carried out in accordance with the following approved plans- PY4469/001, PY4469/002, PY4469/003, PY4469/004 - rev A, PY4469/005 - rev A, PY4469/006, PY4469/007 - rev A.

Reason: For the avoidance of doubt and in the interest of proper planning.

Informative(s):

1

The proposal is for the display of a PVC decorative shroud wrap comprising a to-scale image of the building façade for a temporary period only. The shroud would include an inset area for non-illuminated advertising measuring 10 metres by 20 meters. Consent is sought for the advertisement until 31st December 2024

(approximately 18 months).

In terms of its location, size, design and method of illumination, the advertisement would appear sympathetic within the context of the street frontage on Russell Square. It would be for a temporary period only, would screen construction works from public view and would be removed once works are complete. The advertisement would not adversely impact on public highway safety or neighbouring residential amenity given the lack of illumination and the similarity in appearance of the shroud to the existing building.

The advertisement on the shroud does not cover more than 20% of the shroud on each elevation and respects the character and form of the building as well as the character and appearance of the surrounding area. As such, the proposal is in accordance with the Council's Advertisements CPG document.

No objections have been received prior to making this decision. The planning history of the site has been taken into account when coming to this decision.

As such, it is considered that the proposed development is in general accordance with policies D1, D2 and D4 of the Camden Local Plan 2017, and the Council's Advertisements CPG 2018. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2021.

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.

- 2 This consent is without prejudice to, and shall not be construed as derogating from, any of the rights, powers, and duties of the Council pursuant to any of its statutory functions or in any other capacity and, in particular, shall not restrict the Council from exercising any of its powers or duties under the Highways Act 1980 (as amended). In particular your attention is drawn to the need to obtain permission for any part of the structure which overhangs the public highway (including footway). Permission should be sought from the Council's Engineering Service Network Management Team, Town Hall, Argyle Street WC1H 8EQ, (tel: 020 7974 2410) or email highwayengineering@camden.gov.uk.
- 3 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.
- 4 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) 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:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned above the typed name and title.

Daniel Pope
Chief Planning Officer