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N1C 4AG

**Date:** 7 August 2023

**Our ref:** 64060/01/NG/LG/26800685v2

Dear Sir/Madam

## **15 Fitzroy Street, London, W1T 4BQ - Advertisement Consent Application**

On behalf of our client, DGE Fitzroy Street Limited, please find enclosed an application seeking advertisement consent at 15 Fitzroy Street, London, W1T 4BQ.

The application comprises:

- 1 Application form;
- 2 This cover letter;
- 3 15 Fitzroy Street Hoarding – Planning Design Document, prepared by Siren Design (reference no. 1011881);
- 4 Site Plan, prepared by Squire & Partners (drawing no. 21063-SQP-ZZ-ZZ-DR-A-PL111 P04);
- 5 Block Plan, prepared by Squire & Partners (drawing no. 21063-SQP-ZZ-ZZ-DR-A-PL112 P04);
- 6 South Elevation, prepared by Squire & Partners (drawing no. 21063-SQP-ZZ-ZZ-DR-A-PL202 P02); and
- 7 East Elevation, prepared by Squire & Partners (drawing no. 21063-SQP-ZZ-ZZ-DR-A-PL203 P01).

A payment of £462 plus the Portal administration fee of £64 has been made via the Planning Portal (ref. PP-12356706) in respect of the Council's planning application fee. The fee is calculated as "Another type of advertising".

## **Background**

Planning permission ref. 2019/2198/P was granted on 31 May 2019 and the description of development was:

*"Construction of a two storey rooftop extension to Block B to create additional office (Class B1) floorspace, reconfiguration and alterations to the existing main entrance, atrium and external facade, creation of roof terrace and replacement of rooftop plant."*

Since the original approval there have been a number of NMAs and an MMA (ref. 2021/0056/P: approved; 2022/2087/P: approved and 2023/2320/NEW: pending). Development has commenced on site and construction is underway.

## **The Proposal**

To assist with construction of the development outlined above, hoarding was erected around the site in March 2023 under a building license to form a shielding site perimeter and enhance safety measures at the site.

DGE Fitzroy Street Limited are now looking to brand the section of hoarding that faces Fitzroy Street and around to Howland Street. A very small section is also proposed to face Maple Street to the north. The purpose of the proposed signage is to inform the public about the proposed development at 15 Fitzroy St including via a QR code to the project website which details the project and proposed timescales. There are contact details for the professional team should any questions arise.

The hoarding signage is designed using 1.22 x 2.44 m ACM panels with digitally printed graphics to face in orange and dark blue with a 150 mm high painted kicking and capping (painted in RAL 5026). In total, it is 77.75 m in length. The signage is detailed fully within the 15 Fitzroy Street Hoarding – Planning Design Document and on submitted drawings.

The branding is intended to be temporary for the construction period. No illumination is proposed.

## **Policy Context**

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that proposals are determined in accordance with the development plan unless material considerations indicate otherwise. Where there is a difference in policy, Section 38(5) requires that the most recently adopted policy takes precedence. The statutory development plan for the purposes of this assessment comprises:

- The London Plan (2021); and
- Camden Local Plan (2017).

Alongside material considerations including, but not limited to:

- 1 National Planning Policy Framework (NPPF, 2021); and
- 2 National Planning Practice Guidance (NPPG).

The NPPF states that advertisements should be subject to control only in the interests of amenity and public safety (para 136).

The display of advertisements is subject to a separate consent process as set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Advertisements can only be controlled with reference to their effect on amenity and safety, taking into account the provisions of the development plan and any other relevant factors.

In addition to the above, London Borough of Camden (LBC) has begun to progress its Local Plan Review. Initial engagement was carried out from Winter 2022/2023. The Regulation 18 consultation is due to take place in Autumn 2023. Due to its early stage, the Local Plan Review holds limited weight at this stage.

The Council has also adopted an Advertisements Camden Planning Guidance 'CPG' (March 2018) and Amenity CPG (January 2021) which are material considerations in determination of the application. The Fitzrovia Area Action Plan (March 2014) is also a material consideration.

The site is within the Fitzrovia East Neighbourhood Plan Area, designated on 3 April 2014. A Neighbourhood Plan has not yet been progressed for this area.

## **Policy Assessment**

Camden Local Plan Policy D4 (Advertisements) states that shroud advertisements, banners, hoardings / billboards / large outdoor signboards are subject to further criteria as set out in supplementary planning document Camden Planning Guidance on advertisements.

In relation to hoardings specifically, the Council's Adverts CPG (March 2018) states that if an area has a mix of uses or is predominantly in commercial use, some poster or hoarding advertising may be acceptable where they satisfactorily relate to the scale of the host building or feature and its surroundings. Guidelines on when hoardings will not be considered acceptable include in locations where they may prevent or significantly damage views or obscure light; where they project forward of the face of adjoining buildings; where they project above roof ridge/eaves level; where they obscure architectural features or landmarks (including windows or window recesses); and on side walls where they would be unduly dominant.

## **Amenity**

Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 states that factors relevant to amenity include the general characteristics of the locality including the presence of any feature of, historic, architectural, cultural, or similar interest.

In assessing the proposed scheme against policy, we note the surrounding area is of mixed character including other offices, shops and hotels opposite the site on Fitzroy Street; a research institute on Howland Street; the BT Communication Tower and buildings on Cleveland Mews; and more shops, offices and residential development on Maple Street. This is reflected in the Fitzrovia Area Action Plan (March 2014) which states that key aspects of Fitzrovia's character include: "*a mix of residential, commercial and institutional uses; within the area as a whole, within streets and often within individual buildings...*" The site is within the Howland Street Character Area which the Area Action Plan states is predominately in office use.

The proposed signs are not detrimental to the visual amenity of the area by reason of their size or locations. It is noted that the surrounding area is predominately in office use and shops with a mix of advertisements. The signage is proposed on existing hoarding and is proposed to be non-illuminated and sensitively designed.

The purpose of the proposed signage is to inform the public about the proposed development at 15 Fitzroy St and advertise its services including via a QR code to the project website which details the project and timescales. There are contact details for the professional team should any questions arise. It is thus considered that the signage will be of benefit to the local area, by being informative and will add variety and interest compared to a blank hoarding.

The colours and imagery proposed, as detailed in the 15 Fitzroy Street Hoarding – Planning Design Document prepared by Siren Design, are necessarily striking and designed to create interest.

Whilst it is noted that the Fitzroy Square Conservation Area (ref. CA14) is north of the site with a number of listed buildings (such as Nos. 42 – 44 Maple Street) and buildings along Fitzroy Street to the north, the branding is proposed to predominantly face Fitzroy Street to the east and Howland Street to the south, so away from the Conservation Area and the relevant listed buildings. We note there is a very small section that faces north (3.02 x 2.44 m) but it is sufficiently small such that it is considered the signage will have no adverse impact on the setting of the Conservation Area or relevant listed buildings. In addition, the signage faces away from the Grade II Listed BT Communication Tower in the west on Cleveland Mews. It is considered the signage will have no material impact on the setting of the BT Communication Tower when viewed from Howland Street and further south east.

Based on the above, it is considered that the proposed temporary hoarding signage is in accordance with policy and will be of benefit to the local area, by being informative about the proposed scheme.

### **Public safety**

The proposed signage will not endanger public safety in terms of highways by reason of its proposed size, location, design or colour. The signage does not obstruct, confuse, distract or impair the view of road users or leave insufficient clearance for the passage of vehicles or pedestrians.

The existing hoarding extends 1 m from the public highway which has been granted under a building license application, outside of the remit of planning. We note the proposed signage will not project out onto the public footway any further.

As aforementioned, the proposed signage would not be illuminated. The proposal thus raises no public safety concerns.

### **Concluding Note**

We trust that the information provided is sufficient to enable you to validate and determine this application. Should you have any questions or require additional information, please do not hesitate to contact me or my colleague Hannah Whitney.

Yours sincerely



**Lily Galek**  
Planner