



# Planning Statement

Nottingham House, Neal Street, Camden

January 2024

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Appendix I     Decision notices ref: PSX0304017 and 2005/0174/A

**Report title:** Planning Statement

**Prepared by:** Harry Bailey MRTPI MIED

**Status:** Planner

**For and on behalf of Avison Young (UK) Limited**

# 1. Introduction

- 1.1 This statement has been prepared and submitted by Avison Young on behalf of our client Peabody, the owners of Nottingham House, Neal Street in the London Borough of Camden. Our client has submitted this planning application to obtain the planning permission and conservation area consent to alter the external elevations of the shop fronts to improve the commercial interest of the shop units.
- 1.2 This planning statement presents an overview of the site, details of the relevant planning history and planning policy, and assesses the material planning considerations of the development proposal.

## **Avison Young**

- 1.3 Avison Young creates real economic, social and environmental value as a global real estate advisor, powered by people. As a private company, our clients collaborate with an empowered partner who is invested in their success. Our integrated talent realises the full potential of real estate by using global intelligence platforms that provide clients with insights and advantage. Together, we can create healthy, productive workplaces for employees, cities that are centres for prosperity for their citizens, and built spaces and places that create a net benefit to the economy, the environment and the community.

## **Supporting Documents**

- 1.4 This planning statement is supported by the following documents:
- Planning fee;
  - Site Location Plan;
  - Design and Access Statement;
  - Existing Plans and Elevations; and
  - Proposed Plans and Elevations.

## 2. Site Context

- 2.1 The site is located in Central London and falls within the administrative boundary of the London Borough of Camden. Situated in the neighbourhood of St. Giles and Seven Dials, the neighbourhoods of Strand, Soho and Bloomsbury surround the site in a popular urban district of London. **Figure 1** highlights the site within the local geographical context and within the Seven Dials Conservation Area.
- 2.2 The site is well-connected and well serviced by a variety of public transport options, the majority falling within close proximity of the site. Notably, Tottenham Court Road, Leicester Square, and Holborn underground stations are all situated within approximately 400m of the site, enabling quick and convenient access to multiple London Underground lines. Furthermore, within the same 400m radius of the site, there is a high density of bus stops and public bicycle hubs, whilst the interconnecting streets host high-quality footpaths. Consequently, the diverse range of public transport options result in the site being designated as a 6b PTAL rating (best) by Transport for London (TfL). Thus the site is well-served by public transport and is located in a sustainable location.

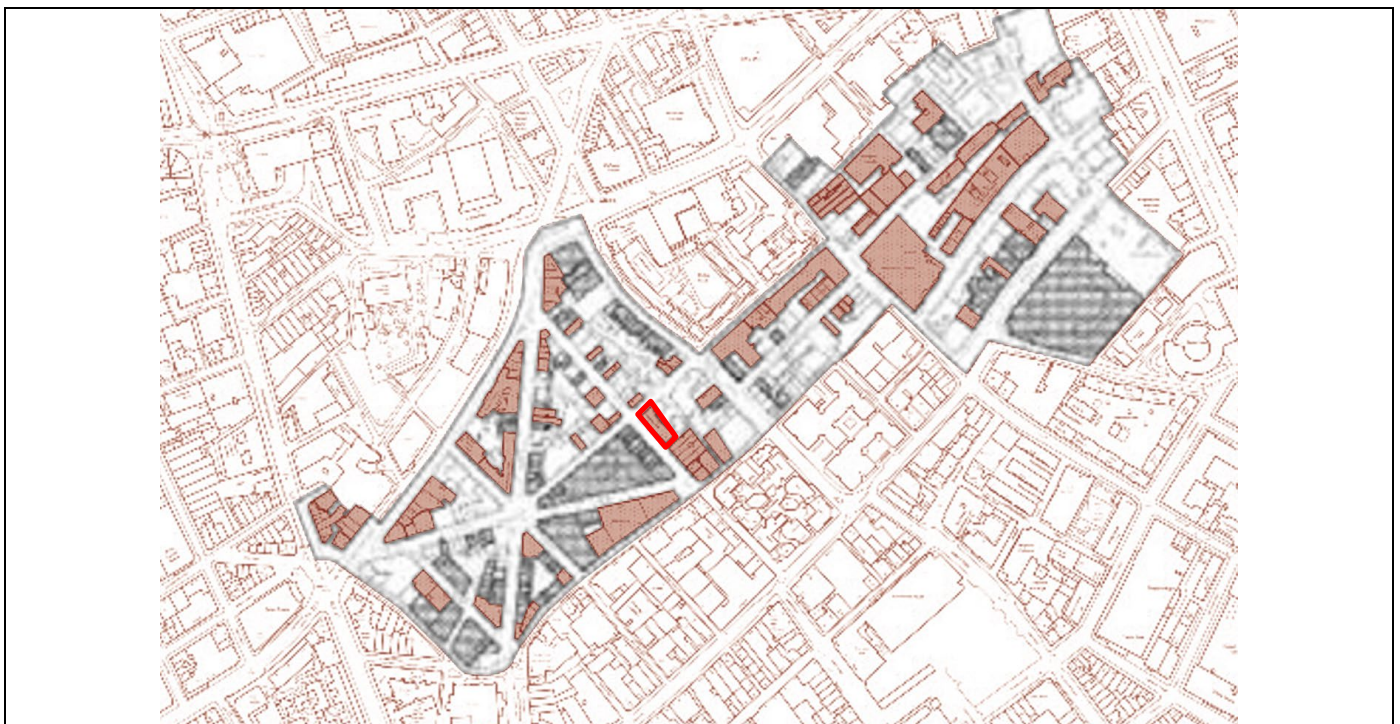


Figure 1 – Wider geographical context of the site (site highlighted in red)

- 2.3 Within the immediate context, the site sits amongst dense urban form (**Figure 2**), fronting westwards on the corner of Neal Street and Short's Garden. Neal Street is a busy, partially pedestrianised shopping street hosting major international brands and high-end niche retailers. The building that hosts the application site – Nottingham House – is a six-storey, neo-Georgian red brick mix-use development with neo-classical sash windows.
- 2.4 There are 6 commercial units (including 2 corner units) on the ground floor of the building, comprising 14 window/door bay openings surrounded by masonry construction.
- 2.5 The site is located in the Seven Dials Conservation Area, as designated by Camden Council in 1998. Furthermore, several grade II listed buildings sit within the immediate vicinity of the site – notably in a row on the opposite side of Neal Street facing Nottingham House. The locations of these designated heritage assets are evidenced in **Figure 3**.
- 2.6 The site is located in Flood Zone 1.





Figure 2 – Immediate geographical context of the application site (circled in red)

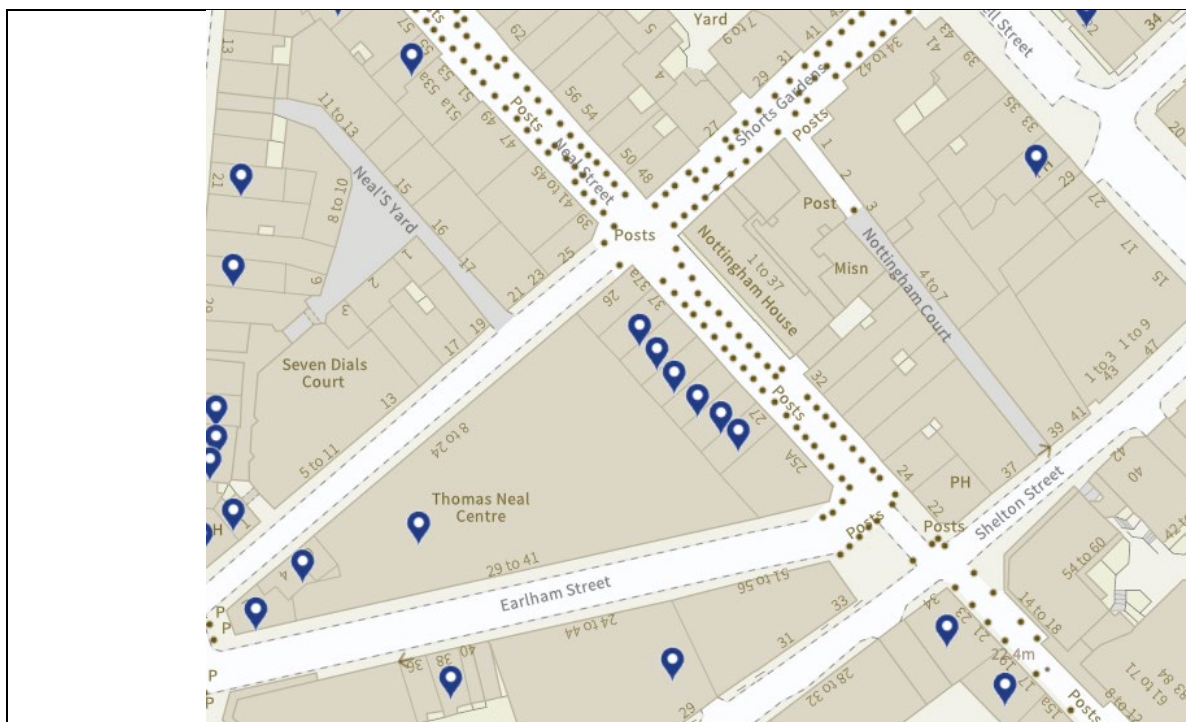


Figure 3 – Location of designated listed buildings in relation to the site

- 2.7 Street view images of the site are provided in **Figure 4** and **5**, showing the single lane streets that the application site fronts (Neal Street and Short's Garden). Traffic calming measures are evident on both lanes to improve pedestrian flow.





Figure 4 – Street view of the site (facing north-east: site on right side of photograph)



Figure 5 – Street of the site (facing south-east: site on left side of photograph)

### 3. Planning History

- 3.1 A summary of the relevant planning history is set out below. For the majority of applications the full suite of application documents is not available online and therefore we have been unable to conduct a full review to the changes that have previously been approved to the elevations of the application site.
- 3.2 An application in 1996 (ref: 9501335) secured extensive alterations to the building, however we have not been able to view the plans that relate to this development. We have approached the Council to request additional documents but to date the Council have been unable to provide any further documents relating to this permission. Details of this permission, which included a parallel Conservation Area Consent, and an approval of details application are evidenced in **Table 1**. Presently, it is not clear whether the shop fronts that relate to this permission were installed as part of this development. A visual assessment of the site strongly indicates that the current shop frontages are not original or a feature that should be preserved.

**Table 1: Redevelopment Application**

Application Reference	Address	Application Description	Decision	Date
9501335	Nottingham House Flats	Alterations ground floor rear and roof extensions and change of use to provide five retail shops twenty three residential dwellings and a new mission hall as shown on drawing numbers 506/026/E2 - E10 & E12 - E14 506/025/E11 and NOT-XX01/2-12, 14 & 15.	Approved	29 July 1996
9560162	Nottingham House Flats	Demolition of the Mission Hall together with incidental demolition associated with the conversion and extension of the building to provide new residential and retail accommodation	Grant	29 July 1996
P9601274	Nottingham House Flats	Approval of details [(Discharge of Conditions)] of the design of the roof extensions, ground floor extension and Mission Hall building pursuant to additional condition 1 of planning permission (Reg. No. 9501335), as shown on drawings WD01A, 02A, 06A, 09A, 10A, 11A and NOT-MD01-DD21 together with submitted samples of roof and brick materials.	Approval	09 August 1996

- 3.3 In addition, there have been external alteration applications relating to individual units that have been created on the ground floor of Nottingham House. These applications are evidenced in **Table 2** and the associated decision notices are provided in **Appendix I**.

**Table 2: External Alteration Applications**

Application Reference	Address	Application Description	Decision	Date
2005/0174/A	Unit 5	The retention of a 'halo' illuminated fascia sign, and the display of a projecting sign with internally illumination text only to replace the existing projection sign.	Granted	28 April 2005
PSX0304017	Unit 1	Alterations to shopfront. As shown on drawing numbers; 01 (Location Plan), 02 (Proposed Plans), 03 (Existing Elevations), 04 Rev. A (Proposed Elevations), 05 (Horizontal Window Details), 06 (Vertical Window Details), 07 (Proposed Entrance Doors), Photomontage Sheet.	Granted	18 February 2003

- 3.4 The permissions presented in **Table 2** provides evidence that there is planning precedent to alter the fronts of the shopping units at Nottingham House. However, both decision notices include a time limit on each permission of five years. The permissions were granted in 2003 and 2005 and we believe they have since been implemented.



## 4. Proposal

- 4.1 This planning application is made under the provisions of s.70 of the Town and Country Planning Act (1990) (As amended) and seeks full planning permission for the following development:

*External alterations to shop fronts and associated works.*

- 4.2 The above description sets out the development for which express consent from the Local Planning Authority (LPA) is sought, and has produced in line with the guidance of the National Planning Practice Guidance (NPPG).
- 4.3 The application seeks to upgrade the shop façades, to improve the accessibility of the units and improve the external appearance. The proposed scheme is sought to ensure that the long-established commercial, retail units can operate at their highest potential and provide retail space to generate greater commercial interest. Consequently, the higher-quality façade will enhance the character of the Conservation Area, and enable the units which are currently vacant to attract new tenants.
- 4.4 The proposed development has been sensitively considered to conform with the overarching visions of the Camden Local Plan (2017); the Camden Design Planning Guidance (January 2021); and the National Planning Policy Framework (December 2023).
- 4.5 This statement evidences how the proposed scheme is based on a sound interpretation of planning policy. The proposal has also engaged with design principles to create a scheme that carefully considers the surrounding character and urban context.
- 4.6 The proposed development will not adversely impact any existing infrastructure, highway network, biodiversity considerations, and remains minor in scale.

## 5. Planning Policy

- 5.1 Sections 70(2) and 79(1) of the Town and Country Planning Act 1990 and Section 38(6) of the Planning and Compulsory Purchase Act 2004 require the decision-maker to determine a planning application in accordance with the adopted Development Plan, unless material considerations indicate otherwise. Here, the Council has an adopted Development Plan, alongside a forthcoming Development Plan that holds material weight. As a London Borough, the site also falls within the provisions of the London Plan. As such, these are the starting points for the consideration of the proposed development.
- 5.2 Under the 2011 Localism Act, local communities are entitled to produce Neighbourhood Development Plans (NDPs). These NDPs include additional local planning policies generated by, and for, the local area to which they relate. They are material considerations in the decision-making of an application and are read in conjunction with other layers of policy coverage. No Neighbourhood Forum has been identified that encapsulates the site, nor has any NDP been recognised to weigh on the site.

### National Planning Policy

- 5.3 Most recently published in December 2023, the National Planning Policy Framework ('the Framework' or 'NPPF') reinforces the position for the 1990 and 2004 Planning Acts and that planning law, requires applications for planning permission to be determined in accordance with the development plan, unless material considerations indicate otherwise.
- 5.4 The NPPF states that whilst there is a presumption in favour of sustainable development, this does not change the statutory duty of the development plan as the starting point for decision-making.
- 5.5 Broadly, the objective of sustainable development can be summarised as meeting the needs of the present without compromising the ability of future generations to meet their own needs. Achieving sustainable development means that the planning system has three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways (so that opportunities can be taken to secure net gains across each of the different objectives). The three objectives are: the economic objective, the social objective and the environmental objective.
- 5.6 Paragraph 97 of the NPPF directs that planning decisions should ensure that established shops are able to develop and modernise and are retained for the benefit of the community. The current appearance of the shop fronts require modernisation and enhancements to increase commercial interest and better provide services for the community.
- 5.7 Furthermore, paragraph 130 ensures that planning decisions secure developments that will function well and add to the overall quality of the area for the lifetime of the development. Furthermore, design features should ensure that development is visually attractive, are sympathetic to local character and history, establish a strong sense of place, and create places that are safe, inclusive and accessible to promote health and secure high-levels of amenity.
- 5.8 Paragraph 199 provides the national planning policy basis for considering the impact of a proposed development on the significance of a designated heritage asset. Great weight should be given to the asset's conservation, irrespective of whether any potential harm amounts to substantial harm, total

loss or less than substantial harm to its significance. Paragraph 200 continues to state that any harm to, or loss of, the significance of a designated heritage asset should require clear and convincing justification. Meanwhile, paragraph 206 is more positively worded, stating that LPAs should look for opportunities for new development within Conservation Areas and within the setting of heritage assets to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution should be treated favourably.

### Strategic (Regional) Planning Policy

- 5.9 London Plan planning **policy SD7** part D ensures that development proposals ensure that commercial floorspace relates to the size and the role and function of the town centre and its catchment. In doing so, proposals for retail development should ensure that commercial space is fit for purpose, with at least basic fit-out and not compromised in terms of layout, street frontage and servicing.
- 5.10 Furthermore, policies **D4** and **D5** of the London Plan provide the part of the planning policy basis for good, inclusive design. For development similar to the scale of the proposed scheme, this means scrutinising the design assessed against local evidence and expert advice. Moreover, a Design and Access Statement should accompany planning proposals.
- 5.11 The application site falls within The West End Retail and Leisure Special Policy Area (WERSLPA) of the Central Activities Zone (CAZ) and is subject to policy **SD4** of the London Plan. Strategically, the policy promotes and enhances the unique international, national and London-wide roles of the CAZ, on an agglomeration and rich mix of strategic functions and local uses. Notably, the policy directs that the vitality, viability, adaptation and diversification of the international shopping destination of the West End should be supported. Furthermore, the attractiveness and inclusiveness of the CAZ to residents, visitors and businesses should be enhanced.
- 5.12 Policy **HC1 (Heritage conservation and growth)** presents the regional planning policy for development affecting heritage assets and Conservation Areas. Notably, point (c) of the policy states that proposals affecting heritage assets, and their settings, should conserve their significance, by being sympathetic to the assets' significance and appreciation within their surroundings. In doing so, proposals should avoid harm and identify enhancement opportunities by integrating heritage considerations early on in the design process.

### Local Planning Policy

- 5.13 The LB Camden adopted the Camden Local Plan in 2017 and is the relevant development plan. All development proposals are assessed against the policy provision of this plan, as per the requirements of the NPPF. The Camden Planning Design Guidance and the Conservation Area Statement have also been reviewed to identify relevant material considerations for shopfront alterations with the Borough. Although these documents provide material consideration when assessing the potential to secure alterations to shop frontages, but greatest weight is given to the development plan. It is noted that the building does not benefit from "original" frontages and therefore the requirement to maintain the existing frontage is reduced. Each policy is presented and detailed accordingly.
- 5.14 **Policy D2 (Heritage)** provides the local planning policy for preserving, and where appropriate, enhancing heritage assets and their settings. The following points of the policy are relevant to the scheme:



The Council will:

e. require that development within conservations areas preserves or, where possible, enhances the character or appearance of the area;

k. resist development that would cause harm to the significance of a listed building through an effect on its setting.

5.15 **Policy D3** (Shopfronts) of the Local Plan (2017) states that the Council expect a high standard of design in new and altered shop fronts setting out that the following will be considered in determining proposals for shopfront development:

- The design of the shopfront or feature, including its details and materials;
- The existing character, architectural and historic merit and design of the building and its shopfront;
- The relationship between the shopfront and the upper floors of the building and surrounding properties, including the relationship between the shopfront and any forecourt or lightwell;
- The general characteristics of shopfronts in the area; and
- Community safety and the contribution made by shopfronts to natural surveillance; and the degree of accessibility.

5.16 The Camden Design Planning Guidance (January 2021) provides supporting information and guidance in relation to Policy D3 when assessing proposals to new and altered shop fronts. The provisions of the guidance are read in conjunction with the Local Plan. It sets out the following detail:

- Shopfronts should be designed to a high standard and should consider the character and design of the building and its context.
- Shopfront alterations to existing buildings should respect the detailed design, materials, colour and architectural features of the shopfront and building itself.
- Shopfronts in newly designed buildings should be designed to integrate well with the surrounding area and contribute positively to the public realm.
- The Council strongly encourages shopfront security measures to be internal rather than external. Solid shutters will only be considered acceptable in exceptional circumstances.
- Vibrant and well-designed shopfronts animate and activate the street scene and contribute to creating healthy places.

5.17 The Conservation Area Statement hosts a specific section relating to the Seven Dials Conservation Area, which provides specific guidelines for development proposals in the designated area. It sets out that “proposals for new shopfronts will be expected to preserve or enhance the visual character and appearance of the shopping streets, through respect for the proportions, rhythm and form of the original frontages...shopfronts that are considered to be out of character with the building or the area generally should be replaced with new shopfronts that are appropriate to the building and enhance the appearance of the Conservation Area.”

5.18 Reference is made to Nottingham House within the Conservation Area Statement, highlighting the development as an improvement to the street scene due to its built form (scale, height and materials) and the mixed-use nature of the scheme. The shop frontages of Nottingham House are not mentioned in any passage of text, implying that they contribute to the overall built form.

5.19 Therefore, in principle, there is no objection to the replacement of the existing shopping frontages, replacement shopfronts should seek to enhance the appearance of the Conservation Area.

## 6. Planning Considerations

- 6.1 Applying the minor scale development against the provisions of the identified development plan policies, two main planning considerations arise: the acceptability of the principle of development; and the impact on the Conservation Area and designated heritage assets. This section addresses each of these considerations individually.

### Principle of Development

- 6.2 The principle to alter the frontages of shops is widely considered acceptable at all layers of policy coverage. As per the development plan, policy D3 is the main policy consideration for the proposed scheme.
- 6.3 Works to improve the aesthetic and modernize the façade of the application building would generate increased visual interest and quality to the street scene, thereby increasing the commercial attractiveness of the retail units. Consequently, this will increase the offering of services to the community and concurrently increase footfall throughout Neal Street, serving an important economic and social function.
- 6.4 The existing building has distinctive stonework and red detailing to the façade. These features will be retained. Meanwhile, the positioning of the existing shopfront signage and the previous use of the building as residential units results in the ground floor holding a restricted height for available glazing, thus the product is an uninviting experience with the current glazing. The proposal aims to lift the signage band so it sits in the zone of the stonework to maximise on available glazing areas. This increases natural light to the internal shop and reduces massing.
- 6.5 Each test of policy D3, is addressed below:
- The proposed design and colour scheme of the shopfronts are similar to the existing shopfronts, retaining many of the existing features. The scheme does not propose to alter the existing size or scale of the façade and is an appropriate contribution to the building and street scene. New aluminium framed glazing is proposed to replace the existing timber framed shopfronts and the window frames will be polyester powder coated and charcoal grey in colour. This colour palette will be an appropriate and sensitive contribution to the scheme and locality.
  - Nottingham House is not a designated heritage asset but contributes positively to the local character and street scene. The proposed design will ensure that this positive contribution is preserved through the use of similar features and colour palette. This ensures that no harm arises to the Conservation Area or nearby listed buildings.
  - The scheme will form a positive relationship between the shopfront and upper floors of the building and surrounding properties.
  - The proposed design is in keeping with the existing shopfronts within the street scene and surrounding area. The scheme will preserve and enhance this aesthetic.
  - Retaining the large floor-to-ceiling bay windows across the shop frontage will maintain the passive/natural surveillance on the street and contribute positively toward community safety.
  - The ground floor nature of the shopfronts with entrances/exits to each shop facing directly on to the street provide active, accessible frontages enabling customers to both walk and wheel. Furthermore, the proposed ramps into each door are to be formed with new paving to match the existing paving along Neal Street.

- 6.6 The proposal is acceptable in accordance with the provisions of paragraphs 93 and 130 of the NPPF, policy D3 of the Local Plan, and the provisions of the Camden Design Planning Guidance.

#### Impact on the Conservation Area and setting of designated heritage assets

- 6.7 Section 2 identified that the site falls within the designation of the Seven Dials Conservation Area and multiple grade II listed buildings are within close proximity. This places heightened sensitivity on the design of the proposed shop frontages.
- 6.8 Identified in section 5, policy D2 of the development plan provides the local planning policy basis for proposals that affect the historic environment, including both listed buildings and conversation areas – both designations affected by this proposal. Notably, two points of policy D2: (e) and (f) were found to be particularly relevant to the proposed scheme. This local policy provision is reinforced by the London Plan and the NPPF.
- 6.9 The design considerations discussed above signify a scheme that contributes positively to the building, street scene and in particular, the locality of the Seven Dials Conservation Area. By virtue of the sensitive design features of the scheme, the special character of the conservation area will be preserved and enhanced, therefore, no harm will arise.
- 6.10 Furthermore, a row of 6no. listed buildings face the south-west elevation of Nottingham House. However, the scale of the development and suitable design proposals will not generate any harm to the setting of the designated heritage assets.
- 6.11 Therefore, the proposal is in conformity with the adopted development plan, the London Plan, material considerations and the NPPF.



## 7. Conclusion

- 7.1 This planning statement has been prepared and submitted by Avison Young on behalf of our client Peabody, the owners of Nottingham House, Neal Street in the London Borough of Camden. Our client has submitted this planning application to obtain the planning permission and conservation area consent to alter the external elevations of the shop fronts to improve the commercial interest of the shop units.
- 7.2 The site is well-connected and well serviced by a variety of public transport options, the majority falling within close proximity of the site. The site is located in the Seven Dials Conservation Area, as designated by Camden Council in 1998. Furthermore, several grade II listed buildings sit within the immediate vicinity of the site – notably in a row on the opposite side of Neal Street facing Nottingham House.
- 7.3 The site hosts 6 commercial units (including 2 corner units) on the ground floor of the building, comprising 14 window/door bay openings surrounded by masonry construction. These 6no. commercial units are subject to the proposed development for the ‘External alterations to shopfronts and associated works’.
- 7.4 The proposed scheme have been assessed against the provisions of the Camden Local Plan (2017), The London Plan (2021), the NPPF and the relevant material considerations.
- 7.5 The scheme is a sensitive addition to the street scene would contribute positively to the design of the building – Nottingham House, the special character of the Seven Dials Conservation Area, and setting of the nearby listed buildings. No harm will arise. Therefore, the proposal conforms with local, regional and national planning policy and planning law, and we politely request that the Borough Council approve the application without delay.

# Appendix I

Decision notices ref: PSX0304017 and 2005/0174/A

Dips



**Development Control  
Planning Services**  
London Borough of Camden  
Town Hall  
Argyle Street  
London WC1H 8ND  
Tel 020 7278 4444  
Fax 020 7974 1975  
env.devcon@camden.gov.uk  
www.camden.gov.uk/planning

Peabody Design Group  
FAO: Fabian Boutall  
45 Westminster Bridge Road  
London  
SE1 7JB

Application No: PSX0304017/  
Case File:P14/65/3

18th February 2003

Dear Sir(s)/Madam

### DECISION

Town and Country Planning Act 1990  
Town and Country Planning (General Development Procedure)  
Order 1995  
Town and Country Planning (Applications) Regulations 1988

PERMISSION FOR DEVELOPMENT - Subject to Conditions

Address :  
Nottingham House, Shorts Gardens, WC2

Date of Application : 08/01/2003

Proposal :

The removal of existing gates and the installation of a new entrance to Shorts Gardens elevation, as shown on drawing numbers: NOT/XX01/10, XX05:01, XX05:02, MD01/WD10 Rev C, MD01/WD01 Rev J, 1 A3 sheet photos.

The Council has considered your application and decided to grant permission subject to the following conditions:

Standard condition:

The development hereby permitted must be begun not later than the expiration of five years from the date of this permission.

Standard Reason:

In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990.

Additional conditions:

1. The development shall be constructed in strict accordance with the drawings hereby approved.



Director  
Peter Bishop





**Development Control**

**Planning Services**

London Borough of Camden

Town Hall

Argyle Street

London WC1H 8ND

Tel 020 7278 4444

Fax 020 7974 1975

[env.devcon@camden.gov.uk](mailto:env.devcon@camden.gov.uk)

[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

Reasons for additional conditions:

- 1 To ensure the appearance of the building is maintained to an acceptable standard and does not detract from the visual amenities of the area in accordance with the requirements of policies EN1 (General environmental protection and improvement) and EN31 (Character and appearance of conservation areas) of the London Borough of Camden Unitary Development Plan 2000.

This application was dealt with by Tony Young on 020 7974 2687.

Your attention is drawn to the notes attached to this notice which tell you about your Rights of Appeal and other information.

Yours faithfully

Environment Department

(Duly authorised by the Council to sign this document)

DecfplanWC/TPFU



Director  
Peter Bishop

RECEIVED 04 MAY 2005



Development Control  
Planning Services  
London Borough of Camden  
Town Hall  
Argyle Street  
London WC1H 8ND

Tel 020 7278 4444  
Fax 020 7974 1975  
Textlink 020 7974 6866

env.devcon@camden.gov.uk  
www.camden.gov.uk/planning

MG Project Management Ltd  
FAO. M.Taylor (1367)  
The Old Chapel  
Cockernhoe Green  
Luton  
Beds. LU2 8PY

Application Ref: **2005/0174/A**  
Please ask for: **Jenny Fisher**  
Telephone: 020 7974 **2527**

OJH/ASJ

28 April 2005

Dear Sir/Madam

**DECISION**

Town and Country Planning Act 1990  
Town and Country Planning (Control of Advertisements) Regulations 1992

**Advertisement Consent Granted**

Address:  
**Unit 5**  
**Nottingham House**  
**36 Neal Street**  
**London**  
**WC2H 9PS**

**Proposal:**

The retention of a 'halo' illuminated fascia sign, and the display of a projecting sign with internally illuminated text only to replace the existing projecting sign.

Drawing Nos: 1367-01; 1367-02; 1367-03; Site Location Plan 1367-04; 1367-05 rev.A.

The Council has considered your application and decided to grant consent subject to the following condition(s):

**Conditions and Reasons:**

- 1 This consent shall operate for a period of five years from the date of this decision letter.

Reason: In order to comply with Regulation 13(5) of the Town and Country Planning (Control of Advertisement) Regulations 1992.



- 2 Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Council.

Reason: As required by Regulation 13(1)(a) and Schedule 1 of the Town and Country Planning (Control of Advertisements) Regulations 1992 and to safeguard amenity and safety in the area.

- 3 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 13(1)(a) and Schedule 1 of the Town and Country Planning (Control of Advertisements) Regulations 1992 and to safeguard amenity and safety in the area.

- 4 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Council.

Reason: As required by Regulation 13(1)(a) and Schedule 1 of the Town and Country Planning (Control of Advertisements) Regulations 1992 and to safeguard amenity and safety in the area.

- 5 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 13(1)(a) and Schedule 1 of the Town and Country Planning (Control of Advertisements) Regulations 1992 and to safeguard amenity and safety in the area.

- 6 No advertisement shall be sited or displayed so as to obscure or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway or waterway.

Reason: As required by Regulation 13(1)(a) and Schedule 1 of the Town and Country Planning (Control of Advertisements) Regulations 1992 and to safeguard amenity and safety in the area.

#### Informative(s):

- 1 The projecting sign already displayed shall be removed within 1 month of the date of this decision letter and replaced with the projecting sign hereby approved.

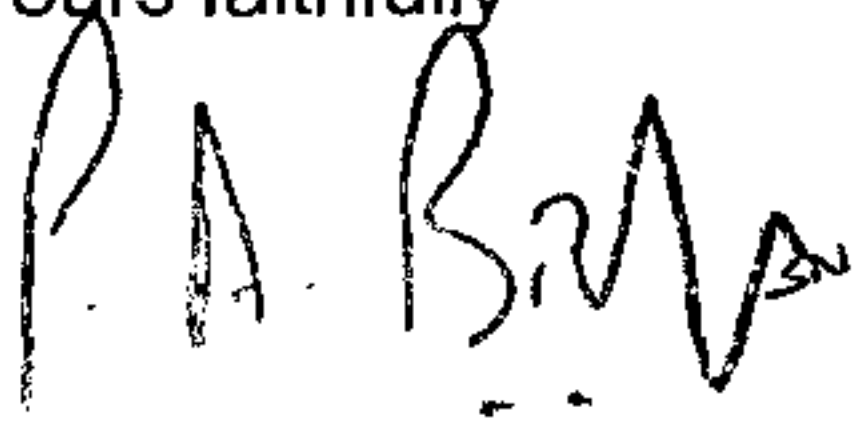
The display of an advertisement without consent is a criminal offence under Section 224(3) of the Town and Country Planning Act 1990. Under Section 225 of the Town and Country Planning Act, Section 10 of the London Local Authorities Act 1995 and Section 11 of the London Local Authorities Act 1995 the Council has



powers to enter the land and remove the display. As such, the Council will commence prosecution/action to secure the removal of the advertisement.

Your attention is drawn to the notes attached to this notice which tell you about your Rights of Appeal and other information.

Yours faithfully

A handwritten signature in black ink, appearing to read 'P. A. B. M. A.' with a stylized flourish at the end.

Environment Department  
(Duly authorised by the Council to sign this document)

# Contact details

## Enquiries

Harry Bailey

[harry.bailey@avisonyoung.com](mailto:harry.bailey@avisonyoung.com)

## Visit us online

[avisonyoung.com](https://avisonyoung.com)

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### Avison Young

65 Gresham Street, London EC2V 7NQ

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