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TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT)(ENGLAND) REGULATIONS 2007

IMPERIAL HOTEL, 61-66 RUSSELL SQUARE, LONDON WC1B 5BB

TEMPORARY DECORATIVE SCAFFOLD SHROUD – AMENDMENT TO PERIOD OF CONSENT GRANTED
BY CONSENT 2023/1052/A DUE TO BUILDING WORK DELAYS

Dear Sir/Madam,

Advert consent was granted on 29 June 2023 under reference 2023/1052/A for a temporary decorative scaffold wrap including a 1:1 replica image of the building façade with an inset advertising area measuring 20 x 10 metres. The details are set out below and the original consent is attached with the application documents.

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:

The advert consent granted was time limited to expire on 31 December 2024 anticipating that this would be the time frame of the building works and scaffolding (and thus the scaffold shroud granted consent).

Planning permission had been granted for major works to the hotel but there have been delays in the building project so that no builders scaffold has yet been erected and it has not been possible to erect the consented scaffold shroud.

The scaffolding of the hotel frontage for the building works to the hotel has now been scheduled to commence on 1st November 2024 with completion after 12 months (rather than the original time period of 16 months).

A further consent for the scaffold shroud previously granted and unimplemented is now requested to cover this 12 month period.

The application doesn't raise any issues over and above those considered on the original grant of consent. It is simply a time period amendment necessitated by the delays in the building works and associated scaffolding,

Yours faithfully,