

Application ref: 2024/3260/A
Contact: Fast Track TY
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Date: 28 August 2024

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

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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 from 01/11/2024 until 01/11/2025 (amendment to temporary period previously granted advertisement consent under ref. 2023/1052/A due to building work delays).

Drawing Nos:

PY4469/001, PY4469/002, PY4469/003, PY4469/004 - rev A, PY4469/005 - rev A, PY4469/006, PY4469/007 - rev A; Cover Letter from Phillip Koscienc (agent) dated August 2024.

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 01/11/2025.

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 Policies D1 and D2 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting advertisement consent:

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, and advertisement consent was previously granted for a temporary period from 29/06/2023 until 31/12/2024 (ref. 2023/1052/A). For various reasons, the applicant has been unable to begin the major building works as originally planned. As such, the associated scaffolding has yet to be erected and it has not been possible therefore to display the consented scaffold shroud. The scaffolding of the hotel frontage for the building

works to the hotel has now been scheduled to commence on 01/11/2024, with completion 12 months later.

The application therefore seeks consent for the display of the scaffold shroud for a temporary period from 01/11/2024 until 01/11/2025. All other aspects of the proposal would remain unchanged from that which was previously consented.

The advertisement on the shroud does not cover more than 20% of the shroud on the elevation and respects the character and form of the building, as well as the character and appearance of the surrounding area. The proposal would not be harmful to either pedestrian or vehicular safety, nor would it have any adverse impact on neighbouring amenity in accordance with the Camden Planning Guidance, particularly given the non-illuminated nature of any signage.

While the Council would be unlikely to grant consent for this type of advertisement on a permanent basis as it would be harmful to the appearance of the streetscene, Bloomsbury Conservation Area, and settings of nearby listed buildings, the presence of the amended shroud and advertisement for a short period of time during the relevant phase of building works is not considered to have any long lasting harm. It would also have the additional short-term benefit of shielding the majority of works from public view. Under these particular circumstances, the proposal would be acceptable for a limited time period and it is considered reasonable to allow this further period until 01/11/2025 given the delay to the start of the relevant building works.

As the applicant has requested advertisement consent for a temporary period, a condition has been attached to this decision to ensure that the shroud and advertisement hereby permitted are removed in a timely fashion.

The site's planning and appeal history has been taken into account when coming to this decision. No objections have been received prior to making this decision.

It is therefore considered that the proposed development is in general accordance with Policies A1, D1, D2, and D4 of the London Borough of Camden Local Plan 2017. The development would also accord with the London Plan 2021 and the National Planning Policy Framework 2023.

- 2 The applicant is reminded that any future advertisement consent application for a further temporary period for the display of the signage hereby approved may not be granted consent. A full assessment would be required at the time in order to ensure that the amenity of the streetscape, conservation area and settings of any nearby listed buildings are protected.
- 3 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as, for hoardings, temporary highway or road closures, or 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.
- 4 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.

- 5 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 2023.

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



Daniel Pope
Chief Planning Officer