

CE/JD/P4887
4th September 2012

Planning Services
London Borough of Camden
Town Hall
Judd Street
London
WC1H 8ND

Planning Portal Ref: PP:02175467

Dear Sirs,

**142 Shaftesbury Avenue and 36-38 West Street, London
Advertisement Application for a temporary scaffold wrap.**

On behalf of our client Shaftesbury Covent Garden Ltd, we write in support of an advertisement application for a temporary scaffold wrap at 142 Shaftesbury Avenue and 36-38 West Street. The requisite application fee of £335.00 has been submitted to the Council by post.

The properties are located on the corner of Shaftesbury Avenue, Earlham Street and West Street. The properties are not listed but are within Seven Dials (Covent Garden) Conservation Area.

The properties have recently benefited from planning permission for the change of use of the upper floors to residential and change of use of the ground and basement of 36-38 West Street to restaurant or public house use in connection with the existing public house in 142 Shaftesbury Avenue. (2011/1704/P). The redevelopment works will take place on site very shortly. The works to the property will require full height scaffolding, which is highly unsightly and will detract from the character and quality of the Conservation Area.

Shaftesbury Avenue and the Seven Dials area as a whole attract a very large number of visitors, not only for entertainment but also for its architectural and historic character. Shaftesbury does not wish to inhibit the enjoyment of residents, visitors and workers to the area by unsightly scaffolding which detracts from the appearance of the street scene.

The property is on a prominent corner overlooking Cambridge Circus. In order to alleviate the impact of the scaffolding and building works, our client proposed to cover the scaffolding with a wrap which will screen the scaffolding. The wrap should help considerably in mitigating the visual impact a working development site can have on a busy shopping area such as Seven Dials. The proposed wrap is of a high quality design. The wrap has a simple design depicting the shopping character of the Seven Dials area.

Having regards to Council's Supplemental Planning Document 1, we acknowledge that advertising shrouds can have a significant impact on the visual amenity but can also help to shield unsightly

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construction work, especially for buildings in prominent locations. We therefore consider the wrap is in accordance with the guidance by seeking to protect the appearance of the area.

The proposed wrap is soon to be manufactured and displayed for the duration of the scaffolding. It is not intended for the display to be illuminated. We consider the design of the scaffold wrap to be acceptable in this location and will mask the unsightly building works behind and help maintain the character of the Seven Dials Conservation Area.

We trust that the enclosed information is sufficient for the application to be validated and we look forward to a swift and positive outcome. Should you have any questions, please do not hesitate to contact the undersigned.

Yours faithfully



Claire Evans
Rolfe Judd Planning Limited