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Dear Sir/Madam

**62-63 Tottenham Court Road and 1-7 Goodge Street, W1T 2EP  
Application for Consent to Display an Advertisement**

On behalf of the applicant, Goodge Street (Tottenham Court Road) LLP, we write to submit an application for consent to temporarily display an advertisement at the above site. Specifically, temporary consent is sought for:

*Display of scaffold advertising shrouds and street level hoardings to both Tottenham Court Road and Goodge Street elevations for a temporary period during construction works on site from 30/11/2014 until 31/07/2015*

Consent to display this advertisement is sought in part to provide an improved appearance to the site during the ongoing construction programme. This would be a temporary advertisement and it would be removed prior to completion of the construction works.

In support of this application, in addition to this covering statement please find enclosed the following:

- The relevant application form;
- A site location plan;
- Drawings indicating the extent and design of the proposed advertisement;
  - 'Tottenham Court Road Positioning', setting out the proposed elevation to the Tottenham Court Road frontage;
  - 'Goodge Street Positioning', setting out the proposed elevation to the Goodge Street frontage;
  - 'Location', setting out the locations of both the hoarding and the shroud relative to the site and the street; and
- Computer-generated imagery showing the proposed appearance of both the Tottenham Court Road and Goodge Street elevations.

A cheque for the relevant application fee of £385 will be submitted separately by post.

## Planning History

Planning Permission was first granted on Appeal in December 2012 (Reference: APP/X5210/E/12/2177819) for development of the site as follows:

*The erection of a five-storey building plus basement at 5-7 Goodge Street and rebuilding to five storeys plus basement at 62-3 Tottenham Court Road and 1-3 Goodge Street (including a mansard roof) all in association with the provision of retail space at ground floor level and 8 additional residential units (9 in total) to upper floors (Class A1/C3).*

Following the discharge of all pre-commencement conditions and obligations, this planning permission was implemented in November 2013 and development has progressed on site.

The planning permission has recently been amended to allow a number of minor changes to the design of the development (Ref: APP/X5210/A/14/2219830, dated 12 September 2014).

This site is therefore very much a 'live' development where, following demolition of the existing building, works have now progressed to construction of the new building. This proposal is intended to enhance the appearance of the site during forthcoming construction phases.

## Site Context

The application site occupies the corner site where Tottenham Court Road and Charlotte Street meet. It is located within the Charlotte Street Conservation Area. The applicant is therefore sensitive to the potential impact of the construction works upon the setting of the local streetscene and also the Conservation Area more widely.



***The current appearance of the site showing the Tottenham Court Road (left) and Goodge Street (right) elevations***

The design now being proposed for the scaffolding shroud and hoardings is intended to enhance the appearance of the site during the ongoing construction period and therefore limit the impact of the works upon the setting of the Conservation Area.

## Layout of Advertisement

A shroud will be erected on scaffolding on both the Tottenham Court Road and Goodge Street elevations around the development site. The shroud measures 11.2 metres in height and extends to 21.2 metres and 23.4 metres in length on the Tottenham Court Road and Goodge Street elevations respectively. The shroud terminates 2.4 – 2.53 metres above street level (ie. it extends down to meet the street level hoardings below).

At ground level, wooden hoardings secure the site. On the Tottenham Court Road frontage, the hoarding will be 2.53 metres in height and 9.02 metres in length. On the Goodge Street frontage, the hoarding will be 2.4 metres in height and a total length of 13.52 metres. This length is split by a 'dog leg' in the hoarding, resulting in one section of 4.61 metres length and another of 8.91 metres.

The largest single logo (on both elevations of the shroud) will be 6 metres in length and 5.1 metres in height. The remaining text and logos, on both the lower edge of the shroud and the hoardings, will be considerably smaller.

Both the hoardings and the shroud will be predominantly black in colour with detail in white and brown. All text will be white in colour.

Further details are provided on the elevation drawings and CGIs that form part of this submission.

## Policy Context

General requirements to ensure good design and protect heritage assets are set out under Development Policies DP24 and DP25. Specific guidance for the display of advertisements is set out within Section 8 of CPG1 – Design.

In terms of shroud advertisements, the following guidance is given:

*'...these types of advertisement proposals will only be considered acceptable primarily in commercial areas and only where they screen buildings under construction, alteration or refurbishment. If considered acceptable they will be allowed for a temporary period and should be removed on completion of the works should they be sooner than the approved period.'*

It should be noted that the hoardings and shroud will need to be maintained around the site during the construction period regardless of whether this advertising proposal is approved. This design is intended to provide a benefit to the general appearance of the local area during the construction period by replacing a blank hoarding and scaffold shroud with more attractive imagery, as part of also providing some promotion of the development under construction.

This is a conservative design utilising a very limited palette of just three colours and does not propose 'busy' imagery and logos. This advertisement will therefore have limited material impact upon the appearance and setting of the immediate local area and neighbouring buildings.

Therefore, although only a temporary addition to the local streetscene this proposal will offer good design and protection to local heritage assets in accordance with Development Policies DP24 and DP25.

## Materials

A PVC mesh material would be used for the scaffolding shroud, upon which the image / advertisement would be printed.

The hoarding itself will be of wooden timber construction. This will be painted black to form the base of the advertisement.

The decorative details, symbols and wording will be applied to the painted hoarding as a PVC vinyl.

### **Fixings**

The main shroud will not be fixed directly to the building. Instead, it will be fixed to the scaffolding that will be essential during the course of construction.

This scaffolding will be subject of licences from the highways authority, as it will sit in part across the pavement. The necessary process for securing these licences will be undertaken separately.

For the hoardings, the proposed imagery will be applied directly onto the hoardings. As such, the advertisement will not be fixed directly to the building in this case either.

Both the scaffolding and the wooden hoardings will exist and be present regardless of the presence of this advertisement. The shroud approach will shield the potentially unsightly nature of the scaffolding during the construction period.

### **Illumination**

No illumination is proposed as part of this advertisement.

### **Access**

This proposal will have no direct impact upon accessibility.

The scaffold will remain in place throughout the remaining construction period and regardless of the outcome of this application for advertisement consent. As such, this matter is not relevant to this application – the scaffolding will instead be assessed as part of the separate licensing requirements.

Access to the building during construction will be maintained via a gate within the hoarding – this will be unchanged by granting consent for the proposed advertisement.

### **Time Period**

It is proposed to display this advertisement until the end of July 2015.

In the event that the scaffolding is removed from the site prior to the end of July 2015, the applicant is happy to agree a condition that the consent to display an advertisement would also cease and the consented shroud would be removed.

This consent would therefore be for a maximum of 8 months. The applicant is aware that if consent for the advertisement beyond this period was required, a new application would need to be submitted.

### **Conclusions**

This application will benefit the immediately surrounding area by improving the appearance of the site throughout the ongoing period of construction. It will effectively screen from view the ongoing works whilst also enhancing the appearance of the site relative to a plain scaffolding shroud and wooden hoardings.

The scaffolding and hoardings will have to remain on-site throughout the construction programme regardless of the outcome of this application. It is considered that this proposal will minimise the impact of the appearance of this scaffolding during this time.

I trust that everything is in order. Should you need to discuss this application further, please do not hesitate to contact me as set out at the head of this letter.

Yours faithfully

A handwritten signature in black ink that reads "Savills". The signature is written in a cursive, flowing style.

Nigel Dexter  
Senior Planner