

Mr Nigel Dexter
Savills
33 Margaret Street
London
W1G 0JD

Application Ref: **2014/7056/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

20 February 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
**62-63 Tottenham Court Road and 1-7 Goodge Street
London, W1T 2EP**

Proposal: Temporary display of non-illuminated scaffold shroud and hoardings on Tottenham Court Road and Goodge Street elevations from 12/02/2015 to 31/07/2015.

Drawing Nos: Site Location plan; Hoarding layout plan; TCR Master Construction Programme and drawings 5315 A(20) E02 Rev C1; 5315 A(20) E01 Rev C2; EP-7076-01 RevA and EP-7076-02 Rev A

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 granted consent shall only be displayed while the external brickwork installation and cladding which require scaffolding are being undertaken and shall be completely removed and the site made good by 31 July 2015 or when the above works have been completed/scaffolding is no longer required, whichever is the sooner.

Reason: In order to enable the Council to control the effects of the advertisement on the visual amenity of the area in accordance with policy CS5 (Managing the impact of growth and development), CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy and policies DP24 (Securing high quality design) and DP25 (Conserving Camden's heritage) of the London Borough of Camden Local Development Framework Development Policies.

Informative(s):

- 1 The scaffolding shroud covers the entire front and side elevation of the building; the netting on the scaffolding contains a 1:1 image of the completed building. The hoarding around the building at ground floor level comprises a number of advertisements. The Council is unlikely to grant consent for such advertisements

on a permanent basis as this would harm the appearance of the building and street scene. However, during construction they would shield unsightly construction works, for a temporary period, in accordance with guidance in CPG1, Design.

The proposed temporary scaffold shroud and hoarding with advertisements are considered acceptable in terms of size, design and location and will not impact on the neighbour's amenity nor will they be harmful to either pedestrians or vehicular safety. On a temporary basis and serving to act as a screen for unsightly building work, the scaffold shroud and advertisements would therefore preserve and enhance the character and appearance of the conservation area.

The sites planning and appeal history has been taken into account when coming to this decision.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP17, DP21, DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4 and 7.6 of the London Plan 2011; and paragraphs 14, 17, 56 -67 of the National Planning Policy Framework.

- 2 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 6956) or email highwaysmanagement@camden.gov.uk.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



Ed Watson
Director of Culture & Environment