

## The Planning Inspectorate

### ADVERTISEMENT CONSENT OR DISCONTINUANCE NOTICE APPEAL FORM (Online Version)

**WARNING:** If we do not receive **all** of the supporting documents by the end of the 8 week appeal period, the appeal will not be accepted.

**Appeal Reference: APP/X5210/Z/16/3149939**

#### A. APPELLANT DETAILS

*The name of the person(s) making the appeal must appear as an applicant on the planning application form.*

Name

Company/Group Name

Address

Preferred contact method

Email ☒ Post ☐

#### B. AGENT DETAILS

Do you have an Agent acting on your behalf? Yes ☒ No ☐

Name

Company/Group Name

Address

Phone number

Email

Preferred contact method

Email ☒ Post ☐

#### C. LOCAL PLANNING AUTHORITY (LPA) DETAILS

Name of the Local Planning Authority

LPA reference number

Date of advertisement application

Did the LPA issue a decision?

Yes



No



Date of LPA's decision

08/04/2016

#### D. APPEAL SITE ADDRESS

Is the address of the affected land the same as the appellant's address?

Yes



No



Does the appeal relate to an existing property?

Yes



No



Address

20 to 28 Denmark Street  
London  
WC2H 8NJ

Are there any health and safety issues at, or near, the site which the Inspector would need to take into account when visiting the site?

Yes



No



Please describe the health and safety issues

The site forms part of a major construction site and due care should be taken on inspection.

a. Has the land/site owner's consent been obtained?

Yes



No



b. Is the site on highway land?

Yes



No



c. Is the advertisement in position?

Yes



No



#### E. DESCRIPTION OF ADVERTISEMENT(S)

Please provide description(s), measurements and colours, including details of illumination (if any), of the advertisement(s) involved in the appeal. The description is set out in:

☐ the box below

☒ see 'Appeal Documents' section

#### F. REASON FOR THE APPEAL

The reason for the appeal is that the LPA has:

1. Refused consent for the advertisement(s) shown on the application form.



2. Granted consent for the advertisement(s) subject to conditions to which you object.



3. Failed to give notice of its decision within the appropriate period (usually 8 weeks) of an application for consent.



4. Served a discontinuance notice.



#### G. CHOICE OF PROCEDURE

There are two different procedures that the appeal could follow. Please select one.

1. Written Representations



2. Hearing



#### H. GROUNDS OF APPEAL

The grounds are set out in

☒ the box below

The LPA have refused the application on the grounds that the banner by reason of its size and location would be harmful to visual amenity but we disagree with this because the banner would be located on buildings which are undergoing redevelopment and visual amenity would consequently already be reduced. The proposed banner shroud would in fact improve visual amenity for the temporary period sought which is limited to the period of construction work. The starting position from which to consider this application is to compare the effect on visual amenity of the proposed banner shroud against the alternative of standard scaffold sheeting rather than the unadorned building facade which is lost during construction. We say that the proposed banner shroud depicting an image of the building is more attractive than plain grey scaffold sheeting and that the advertising element which accounts for just 6.6% of the area of the elevation is modest and acceptable when considered with the rest of the facade and looked at as a whole. We say that the proposal would render an improvement and provide visual interest and colour during the temporary period of construction. The LPA, Camden Council, have issued their own guidelines for shroud advertisements in the document "Camden Planning Guidance Design CPG 1". The council agree that shroud / banner advertisements "...can help to shield unsightly construction work" (page 74 paragraph 8.20). In fact the council sets out certain conditions in order for a shroud to be permitted which include the requirement of the display of "a 1:1 image of the completed building undergoing construction work ..and the advertisement covers no more than 20% of each elevation .. and on listed buildings or in conservation areas not more than 10%" (page 74 paragraph 8.22). Our proposal fully takes into account and complies with the council's own guidelines - it incorporates a 1:1 image of the finished building and the advertisement covers less than 10% of the elevation, in fact it is only 6.6% in our case.

Furthermore the council already granted advertising consent for shroud / banner advertisements at this property on 24th April 2015 under planning reference 2014/6754/A which permitted two advertisements, one on the Denmark Street elevation and one on the Charing Cross Road elevation, both of the same development site. The subject application sought to split these two advertisements into two consents due to the phasing of the construction work meaning that not all the display could be installed at once, as required in a condition by the council. The dimensions of the Charing Cross elevation advertisement were reduced, dealt with separately under reference 2016/0522/A and granted consent on 4th April 2016; the dimensions of the Denmark Street elevation advertisement were increased, but still well within the LPA guidelines, and that application is the subject of this appeal.

In summary we say the council are incorrect to say that the proposed banner would harm visual amenity, in fact it would improve visual amenity during the temporary period of construction work.

## I. SUPPORTING DOCUMENTS

The application made to the LPA.	<input checked="" type="checkbox"/>
All relevant plans and particulars submitted to the LPA.	<input checked="" type="checkbox"/>
Any notice of decision.	<input checked="" type="checkbox"/>
Any other relevant correspondence with the authority.	<input checked="" type="checkbox"/>
The discontinuance notice.	<input type="checkbox"/>
Any notice variations.	<input type="checkbox"/>
Any relevant correspondence with the authority.	<input type="checkbox"/>

## J. OTHER APPEALS

Have you sent other appeals for this or nearby sites to us which have not yet been decided?	Yes	<input type="checkbox"/> No	<input checked="" type="checkbox"/>
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## K. CHECK SIGN AND DATE

**(All supporting documents must be received by us within the 8 week time limit)**

I confirm that all sections have been fully completed and that the details are correct to the best of my knowledge.

I confirm that I will send a copy of this appeal form and supporting documents (including the full grounds of appeal) to the LPA today.

**Signature**

Mr Guy Goodyear

**Date**

09/05/2016 13:00:10

**Name**

Mr Guy Goodyear

**On behalf of**

Mr Richard Metcalfe

The gathering and subsequent processing of the personal data supplied by you in this form, is in accordance with the terms of our registration under the Data Protection Act 1998. Further information about our Data Protection policy can be found on our website under Privacy Statement.

## L. NOW SEND

### Send a copy to the LPA

Send a copy of the completed appeal form and any supporting documents (including the full grounds of appeal) to the LPA. There is no need to send them all the documents again, send them any which were not previously sent as part of the application or in relation to the discontinuance notice.

To do this by email:

- open and save a copy of your appeal form
- locating your local planning authority's email address:  
<https://www.gov.uk/government/publications/sending-a-copy-of-the-appeal-form-to-the-council>
- attaching the saved appeal form including any supporting documents

To send them by post, send them to the address from which the decision notice or discontinuance notice was sent (or to the address shown on any letters received from the LPA).

When we receive your appeal form, we will write to you letting you know if your appeal is valid, who is dealing with it and what happens next.

**You may wish to keep a copy of the completed form for your records.**

## M. APPEAL DOCUMENTS

We will not be able to validate the appeal until all the necessary supporting documents are received.

Please remember that all supporting documentation needs to be received by us within the appropriate deadline for the case type. If forwarding the documents by email, please send to **appeals@pins.gsi.gov.uk**. If posting, please enclose the section of the form that lists the supporting documents and send it to PO Box 3035, Bristol, BS1 9AY.

**You will not be sent any further reminders.**

Please ensure that anything you do send by post or email is clearly marked with the reference number.

### The documents listed below were uploaded with this form:

<b>Relates to Section:</b>	DESCRIPTION OF ADVERTISEMENT(S)
<b>Document Description:</b>	Description(s), measurements and colours, including details of illumination (if any), of the advertisement(s) involved in the appeal.
<b>File name:</b>	CSTGILES-003 Site B Proposed Denmark Street Elevation.pdf
<b>File name:</b>	CSTGILES-002 Site B Site Plan.pdf
<b>Relates to Section:</b>	SUPPORTING DOCUMENTS
<b>Document Description:</b>	The application made to the LPA.
<b>File name:</b>	App;ication Form.pdf
<b>Relates to Section:</b>	SUPPORTING DOCUMENTS
<b>Document Description:</b>	All relevant plans and particulars submitted to the LPA.
<b>File name:</b>	CSTGILES-001 Site B Location Plan.pdf
<b>File name:</b>	CSTGILES-002 Site B Site Plan.pdf
<b>File name:</b>	CSTGILES-003 Site B Proposed Denmark Street Elevation.pdf
<b>File name:</b>	Planning Letter.pdf
<b>File name:</b>	LBC15 - Camden Planning Guidance (1).pdf
<b>File name:</b>	Previous Consent.pdf
<b>File name:</b>	SGC - Logistics Plan Stage 1 Rev 06.pdf
<b>File name:</b>	SGC - Logistics Plan Stage 1a Rev 01.pdf
<b>File name:</b>	SGC - Logistics Plan Stage 2 Rev 06.pdf
<b>File name:</b>	SGC - Logistics Plan Stage 3 Rev 06.pdf
<b>File name:</b>	SGC - Logistics Plan Stage 3a Rev 01.pdf
<b>File name:</b>	SGC - Logistics Plan Stage 4 Rev 06.pdf
<b>File name:</b>	SGC - Logistics Plan Stage 5 Rev 06.pdf
<b>File name:</b>	Advertising Consent Charing Cross Rd elevation.pdf
<b>Relates to Section:</b>	SUPPORTING DOCUMENTS
<b>Document Description:</b>	Any notice of decision.
<b>File name:</b>	Decision Notice.pdf
<b>Relates to Section:</b>	SUPPORTING DOCUMENTS
<b>Document Description:</b>	Any other relevant correspondence with the authority.
<b>File name:</b>	CORRESPONDENCE WITH PLANNING OFFICER.pdf

**PLEASE ENSURE THAT A COPY OF THIS SHEET IS ENCLOSED WHEN POSTING THE ABOVE DOCUMENTS TO US**

**Completed by** MR GUY GOODYEAR

**Date** 09/05/2016 13:00:10