

Mr Patrick Slevin
1 Cavaye Place
London
SW10 9PT

Application Ref: **2016/5878/A**
Please ask for: **Matthew Dempsey**
Telephone: 020 7974 **3862**

2 November 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

4 - 6 Charlotte Street LONDON W1T 2LR

Proposal:

Installation of non-illuminated scaffold shroud display from 07/11/16 to 07/05/17.

Drawing Nos: Location Plan, Site Plan, 019-REV D.4 (01 - 08).

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 refurbishment which require scaffolding are being undertaken and shall be completely removed and the building made good by 07/05/2017 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) [if in CA] of the London Borough of Camden Local Development Framework Core Strategy and policies DP24 (Securing high quality design) and DP25 (Conserving Camden's heritage) [if in CA] of the London Borough of Camden Local Development Framework Development Policies.

Informative(s):

- 1 The proposed temporary shroud and advertisement are considered appropriate in terms of size, design, location and lack of illumination, and would therefore conserve the character and appearance of the conservation area.

The proposal will not impact on the neighbours' amenity nor would it be harmful to

either pedestrians or vehicular safety. The proposed shroud is made from a micromesh PVC and will be treated with a photocatalytic solution of microscopic titanium dioxide to remove poisonous compounds from the environment.

The Council is unlikely to grant consent for such an advertisement on a permanent basis as this would harm the appearance of the building and streetscene.

However, during construction the advertisement would shield unsightly construction works in accordance with guidance in CPG1 - Design. The proposed shroud shall have a 1:1 image of the completed building and the proposed advertisement shall not cover more than 10% of the elevation.

A similar scheme on this site was recently approved by the Council, dated 06/10/2016 reference: 2016/4884/A. The difference with this application is the geometry of the proposed advert, from a square design to a rectangle. Because of the proportions of the elevation where the advert will sit, this is an improvement to the previously consented advertisement.

The sites planning history and relevant appeal decisions were 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 Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

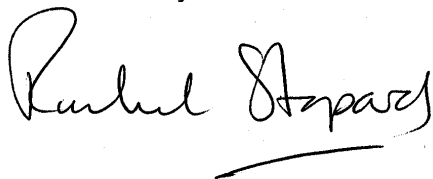
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25, and DP26 of the London Borough of Camden Local Development Framework Policies. The proposed development also accords with policies of The London Plan 2016 and the National Planning Policy Framework.

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

A handwritten signature in black ink, appearing to read 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard
Executive Director Supporting Communities

