



GERALDEVE

Development Control Planning Services
London Borough of Camden
Judd Street
WC1H 9JE

72 Welbeck Street London W1G 0AY
Tel. 020 7493 3338
www.geraldeve.com

4 January 2017

Our ref: LJW/WRIM/HBR/J10182C

Your ref: PP-05660151

Dear Sir

**The Town and Country Planning (Control of Advertisements) (England) Regulations 2007
21-31 New Oxford Street, WC1A 1BA
Application for Advertisement Consent**

On behalf of our client, 21-31 New Oxford Street Development Limited, we enclose, for your attention and consideration, an application for advertisement consent relating to the proposed hoarding at the Post Building site (21-31 New Oxford Street).

The Site

The application site is located in the London Borough of Camden. The building fronts on to four streets: New Oxford Street, Museum Street, High Holborn and Dunn's Passage.

The existing building is a standalone ground plus seven upper storey post war building which was used as a sorting office up until the early 1990's.

Background

On 30 March 2015, planning permission (ref. 2014/5946/P) was granted for the:

“Remodelling, refurbishment and extension of existing former postal sorting office (Sui-generis use), including formation of a new public roof terrace, private terraces, wintergardens, roof top plant and new entrances in connection with the change of use of the building to offices (Class B1), retail/restaurant/doctors' surgery uses (Classes A1/A3/D1) and 21 affordable housing units (Class C3), along with associated highway, landscaping, and public realm improvement works.”

Demolition works have commenced on site, although the planning permission has not yet been formally implemented.

This application seeks advertisement consent for the installation of signage to the hoarding which surrounds this development site.

Proposal

Our client is looking to remove the existing hoarding that surrounds the site and replace it with a new 5.6m high hoarding. A hoarding licence was sought from the Council under separate cover and is included as an appendix to this submission.

The proposed hoarding is providing in order to assist our client in marketing the refurbished building to prospective tenants.

Advertisement consent is sought for:

“Display of a temporary hoarding advertisement at ground floor level along Museum Street including two corner boards on Museum Street / High Holborn Corner and Museum Street / New Oxford Street corner.”

Advertisement consent is sought for the signage for the maximum period of 5 years from the date advertisement consent is granted.

A detailed hoarding information pack is submitted as part of this application. In summary, the proposals consist of a 5.6m high hoarding along New Oxford Street, Museum Street and High Holborn, and 5.6m high hoarding on the corners of New Oxford Street and Museum Street and Museum Street and High Holborn. The hoardings will be blue with white writing, depicting the name of the building – “The Post Building”. The information pack illustrates the text that will be on the two corner panels, however the details of this text is subject to minor changes although this will not affect the overall look of the design.

Planning Policy Considerations

Previous government guidance on outdoor advertisements was replaced by the National Planning Policy Framework (NPPF) in March 2012. Paragraph 67 notes that control over outdoor advertisements should be efficient, effective and simple in concept and operation and only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority’s detailed assessment.

The proposal has been conceived in the context of the Bloomsbury Conservation Area, of which the site sits adjacent to. The site itself is located in an area that is seen to be lacking in identity and the hoarding seeks to advertise the former Post Office building’s redevelopment, which will assist with creating linkages and stitching this area into its wider context. The hoarding will also improve the appearance of the site as construction activities continue, which will assist in protecting the amenity of neighbours of the site.

The signage will not be illuminated and so will not cause any adverse effect on local amenity. The proposed temporary advertisements will not affect or impede pedestrians and will have no effect on public safety. We therefore ask that advertisement consent is granted accordingly.

It should be noted that the proposals have been informally reviewed by London Borough of Camden planning officers, and considered to be acceptable in principle.

Application Documentation

Accordingly, the application submitted on the Planning Portal comprises:

- A copy of this cover letter;
- Site location plan;
- Advertisement consent application form; and
- Hoarding information pack.

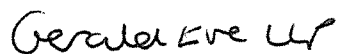
In addition, a payment of £385.00 to Camden online, and concurrently with the submission of the application, has been made which represents the requisite application fee.

Conclusion

We consider that the proposal fully accord with the relevant planning policies.

Please do not hesitate to contact Will Rimell (020 7333 6368) or Hannah Bryant (020 7333 6427) of this office should you have any question regarding any of the above. We look forward to receiving notice of your receipt and validation of this application.

Yours faithfully



Gerald Eve LLP

wrimell@geraldeve.com
Direct tel. +44 (0)20 7333 6368