

Mr Patrick Slevin
9 Coptic Street
London
WC1A 1NH

Application Ref: **2017/2769/A**
Please ask for: **Matthew Dempsey**
Telephone: 020 7974 **3862**

22 June 2017

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 19/06/17 to 08/10/17.

Drawing Nos: Location Plan 019.1/01, Site Plan 019.1/02, 019.1/03, 019.1/04, 019.1/05, 019.1/06, 019.1/07

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.

Informative(s):

- 1 Reasons for granting consent:

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.

Similar schemes on this site have recently been approved by the Council, dated 06/10/2016 reference: 2016/4884/A, and; 2016/5878/A, dated 02/11/2016.

This new advertisement consent application under consideration here is for a slightly enlarged advert due to the work approaching completion behind the shroud. The applicant is able to make use of the additional elevation area since the scaffold is now one storey higher to cover the roof extension under construction. The new proposed advert remains within 10% of the elevation in line with conservation area requirements.

It has been conveyed to the applicant that any further request for an extended advertisement on this site would need to be accompanied by a thorough explanation of the reasons for delay to the initially expected works programme, and any further extension are likely to be resisted entirely.

The sites planning history and relevant appeal decisions were taken into account when coming to this decision.

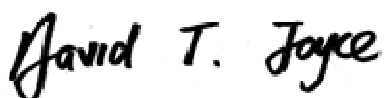
Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013. As such, the proposed development 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 and Policies A1, D1, D2 and D4 of the emerging Local Plan. 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 that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Director of Regeneration and Planning