

Mr Patrick Slevin
9 Coptic Street
London
WC1A 1NH

Application Ref: **2017/4998/A**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 **3229**

22 September 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 10/10/17 to 30/03/18 (Extension of time)
Drawing Nos: Site location plan; 019.1/ (03 - 07); Email from Neil Higgins to Chris Jones dated 01 September 2017; Planning Statement; Cooley Architects REF: 817-DT1-JD191115.

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 30/03/2018 or when the above works have been completed/scaffolding is no longer required, whichever is the sooner.

Reason: In order to enable the Local planning authority to control the effects of the advertisement on the visual amenity of the area in accordance with policy D4 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 The application has been submitted for an extension of time to the temporary permission that will expire on 08/10/2017 to extend the permission until 30/03/2018 (a further 5 months)

Similar permissions for the scaffold shroud have been granted at this site since 2016 including application reference 2016/4884/A, dated 06/10/2016;

2016/5878/A, dated 02/11/2016 and 2017/2769/A dated 22/06/2017.

The application seeks a further extension of time to display the scaffold shroud due to the significant additional major structural alterations identified during the course of the restoration works. These structural alterations have now disrupted and altered the scheduling of the programme of works and have resulted in the project being delayed. The applicant has submitted a detailed assessment from the contractor regarding the structural issues. The extension of time to display the banner and shroud for a further 5 months is required in order to carry out and complete the additional structural works identified within the building. The additional time period to display the temporary shroud and advertisement are considered to be justified in this instance.

The Council is unlikely to grant consent for such an advertisement on a permanent basis as the shroud and banner would harm the appearance of the building, the street scene and the conservation area. Given that the shroud would screen the scaffolding required to carry out and complete the works it would continue to conceal views of the refurbishment works thereby conserving the character and appearance of the conservation area and would be considered acceptable.

The proposal will not impact on the neighbours' amenity nor be harmful to either pedestrians or vehicular safety.

The site's 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 A1, D1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with policies of The London Plan 2016 and the National Planning Policy Framework 2012.

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

David T. Joyce

David Joyce
Director of Regeneration and Planning