

Our ref: T3452



**TEMPLE**

LEADERS IN ENVIRONMENT,  
PLANNING & SUSTAINABILITY.

12<sup>th</sup> February 2018

Gavin Sexton  
Principal Planner  
London Borough of Camden  
5 Pancras Square  
London  
N1C 4AG

Dear Gavin,

**Middlesex Hospital Annex, 44 Cleveland Street, London, W1T 4JT; Application for Temporary Advertisement Consent**

On behalf of the applicant, University College London Hospitals Charity (UCLHC), please find enclosed an application for temporary advertisement on a hoarding, in connection with the forthcoming construction works at the Middlesex Hospital Annex site.

In support of the application, the following documents are submitted:

- Temporary Advertisement Consent application form;
- Site Location Plan;
- MAS Hoarding drawing: Middlesex Annex Hoarding: front and side elevation

The application has been submitted via the planning portal and the application reference is PP-06683698. The requisite planning application fee of £462.00 has been paid online.

**Background**

This application relates to the imminent redevelopment of the Middlesex Hospital Annex site, following the approval of planning permission and listed building consent on 15<sup>th</sup> January 2018 for;

*Refurbishment of the existing Workhouse and North and South Houses, part demolition of the South House and redevelopment of the remainder of the site, to provide a mixed-use development comprising 50 residential units (Class C3) (market units: 1x1-bed units, 3x2-bed units, 2x3-bed units; 1x2-bed townhouse, 1x3-bed townhouse, 2x4-bed townhouse) (affordable units: 18x1 -bed units, 7x2-bed units, 15x3-bed units), 4,535sq.m of Class B1 Business space, public open space and associated landscaping" (ref. 2017/0414/P)*

**Advertisement**

This application seeks consent to display the hoarding advertisement along the frontage of the site to Cleveland Street, which will feature signage relating to the proposed development.

The design and branding of the advertisement consists of CGIs of the proposed market housing, residential accommodation and D1/B1 space alongside key messages highlighting the public benefit of the proposed development.

The hoarding advertisement is 2.4m high. It will run 51 metres along the Cleveland Street hoarding line as indicated in the MAS hoarding drawing prepared by LUV, which depicts the site as seen from the public footpath.

The drawing shows the design template with the images, which will be repeated along the hoarding frontage, within the maximum dimensions as specified on the drawings. The drawings provide details of the colours, layout and style of the proposed advertisement.

The advertisement will be illuminated using soft and diffuse lighting, with a total of four standard lightboxes inset and securely affix to the hoarding. The lightbox will be energy efficient and Dark Sky compliant, not causing obtrusive light pollution, glare or spillage and preserving a sensitively lit night-time environment.

## **Submission**

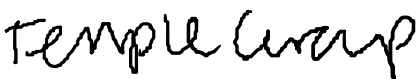
Camden's Design CPG 1 section 8, paragraph 8.17 states that in an area that has a mix of uses, some hoarding advertising may be acceptable where they satisfactorily relate to the scale of the host building and its surroundings. The proposed hoarding has been carefully designed and positioned as an integral feature of the wall, to provide a visual alternative to construction works by providing information on the scheme for the members of the public.

The visual graphics will not detract from the special character of the Conservation Area, it will instead provide visual enhancements, with discreet branding during the period of construction on site. The proposal has been designed to avoid risk to public safety and detrimental effect on local amenities.

## **Summary**

We trust that the enclosed documents are sufficient to enable you to validate the application and we look forward to receiving confirmation of this in due course. If you have any queries, please do not hesitate to contact.

Yours sincerely,



**On behalf of UCLHC**

Encl.