



GERALDEVE

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

FAO: David Fowler  
14 March 2019

Your ref: PP-07685073

Dear Sir/Madam

**Town and Country Planning Act 1990 (as amended)  
Town and Country Planning (Control of Advertisements) (England) Regulations 2007  
Application for Full Planning Permission and, Application for Advertisement Consent  
Land adjacent to Museum Street**

We write on behalf of our client, New Oxford Street Development Limited, to enclose applications for planning permission and advertisement consent in respect of land adjacent to Museum Street ('the Site').

The planning application seeks permission for the following:

1. Planters combined with double-sided benches; and
2. Decorative metal screen.

Advertisement consent is also sought to display:

3. Integrated wayfinding signage on the edge of planters, directing towards Covent Garden and The British Museum.

As such planning permission is sought for:

**"Public realm improvements on Museum Street including the installation of three planters and double sided seating units and the installation of a fixed decorative metal screen"**

Advertisement consent is sought for:

**"The installation of wayfinding signage on the edge of the planters"**

**Background**

The Site to which this application relates sits adjacent to Museum Street, in a section of Museum Street which lies between New Oxford Street and High Holborn.

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The existing space is underutilised. London Borough of Camden is currently undergoing a wider public realm improvement scheme, The West End Project, which has resulted in the existing paving being replaced to that of a higher quality, encouraging pedestrian movement along this key route between Covent Garden and the British Museum.

The applicant wishes to further build on these ongoing improvements to provide a high quality public realm offering, which aims to complement the architecture of nearby buildings, whilst offering a unique setting to the many pedestrians and tourists who are set to travel along Museum Street, as well as those that already do.

The application site also sits opposite the new Post Building development which is due for practical completion shortly. The proposals will enhance the entrance to the new building which sits on the opposite side of Museum Street.

It is worth noting that the applicant has been keen to deliver the works to the land adjacent to Museum Street for some time. Indicative proposals for this area of public realm were envisaged at the time of the original planning application for the Post Building. However, to date, the works have only ever been aspirational as the land was within separate ownership and any works proposed required third party agreement.

The Travelodge, and the urban realm adjacent, is now within the ownership of Lab Tech. The applicant has been in detailed discussions with Lab Tech regarding the proposed works and agreement in principle was reached for the proposed improvement works that form a part of these applications. Lab Tech are notified as part of the submission of these applications.

## **Proposals**

### **1. Three planters/double-sided seating**

The proposals include the fitting of three planters which are integrated with double sided seating. The addition of these planters and seating will provide Museum Street with a much improved public realm offering, these improvements will work in tandem with the boroughs wider West End Project.

The additional planters and seating, coupled with the retention of the three existing sycamore trees, will create a strong green identity on Museum Street and give the street a human feel at street level. The proposed planting has been specifically chosen as it can tolerate the shaded environment in which it is set to be located in. Further details of the planting arrangements can be found in the drawings submitted alongside these applications.

The materials proposed for the planter units are a powder coated metal with FSC timber tops to the seats. The bronze powder coated metal will create a unique public realm offering which is visually unobtrusive and complimentary to the surrounding buildings.

The three existing sycamore trees currently on the Site are to be retained.

### **2. Decorative Metal Screen**

The decorative metal screen will be permanently fixed as access to the bin stores is no longer required. The metal screen will run the length of the existing waste store area and will provide an attractive façade to this previously neglected area of Museum Street.

The materials proposed for the decorative metal screen, in tandem with the planters, is a powder coated bronze metal. This decorative screen will incorporate a design derived from the geometrics of buildings in close proximity to the Site, such as The Post Building and British Museum. The bronze powder coated metal will create a unique public realm offering which is complimentary to the surrounding buildings.

Further details on the decorative metal screen can be found in the supporting drawings.

### **3. Integrated Wayfinding (Advertisement)**

The proposals seek to improve the accessibility and usability of Museum Street by installing two wayfinding signs to the edges of the planters. This will help make Museum Street more navigable for pedestrians and tourists, hence improving the usability of this key route between Covent Garden and the British Museum.

As the Council recognises, Museum Street is a key route between Covent Garden and the British Museum. Encouraging pedestrian movement along this route is one of the key reasons the Council has repaved the street. The installation of two way finding signs is vital to improving the usability of Museum Street.

The proposals are simple yet effective in creating a more interactive street scene which will encourage pedestrians to visit key landmarks within Camden such as the British Museum.

## **Policy Assessment**

### **1. Design Policy**

Camden Local Policy A2 and D1 highlight the importance of street furniture which is of high quality, limited visual impact and of local context. The proposals put forward encompass three well designed planters/seating units and a local context inspired decorative wall. Both of these fittings are proposed to be made out of high quality material and are of minimal visual obstruction.

Camden Local Plan Policy C5 sets out the requirements in regards to safety and security, specifically the importance of street furniture not obstructing public views and ensuring spaces do not encourage anti-social behaviour.

It is considered the three planter/double-sided seating units and decorative metal screen comply with policy, and should be granted planning permission.

### **2. Display of Advertisements**

Previous government guidance on outdoor advertisements was replaced by the National Planning Policy Framework (NPPF) in February 2019. Paragraph 132 notes that a separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Camden Local Plan Policy D4 considers that consent will be granted for signs and advertisements which respect the nearby fabric of the built environment, relating to the character, scale and architectural features of the building on which they are in close proximity to.

Advertisement on street furniture is considered to be acceptable where it does not create or contribute to visual and physical clutter and where it does not hinder movement along the pathway.

As such the wayfinding signs are considered to comply with national and local planning policy requirements, specifically Camden Local Plan Policy D4. Therefore, it is considered that they should be granted advertisement consent.

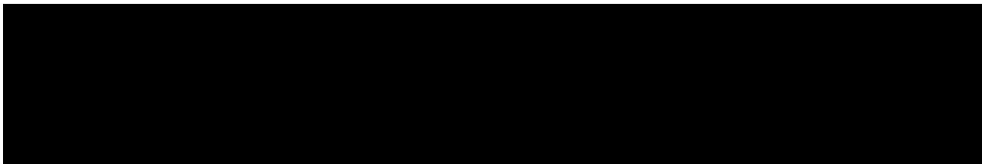
### **Application Documentation**

The application for planning permission comprises the following documents:

- Completed application form;
- Site location Plan, prepared by LDA Design;
- Site boundary; prepared by LDA Design
- Existing site plan; prepared by LDA Design
- General arrangements; prepared by LDA Design
- Bespoke screen details; prepared by LDA Design
- Furniture layout and schedule; prepared by LDA Design
- Planter and seats, prepared by LDA Design; and
- Design and access pack, prepared by LDA Design.

The application for advertisement consent comprises the following documents:

- Completed and signed advertisement consent application form;
- Site location Plan, prepared by LDA Design;
- Site boundary; prepared by LDA Design
- Existing site plan; prepared by LDA Design
- General arrangements; prepared by LDA Design
- Bespoke screen details; prepared by LDA Design
- Furniture layout and schedule; prepared by LDA Design
- Design and access pack, prepared by LDA Design.



Yours faithfully,



**Gerald Eve LLP**

