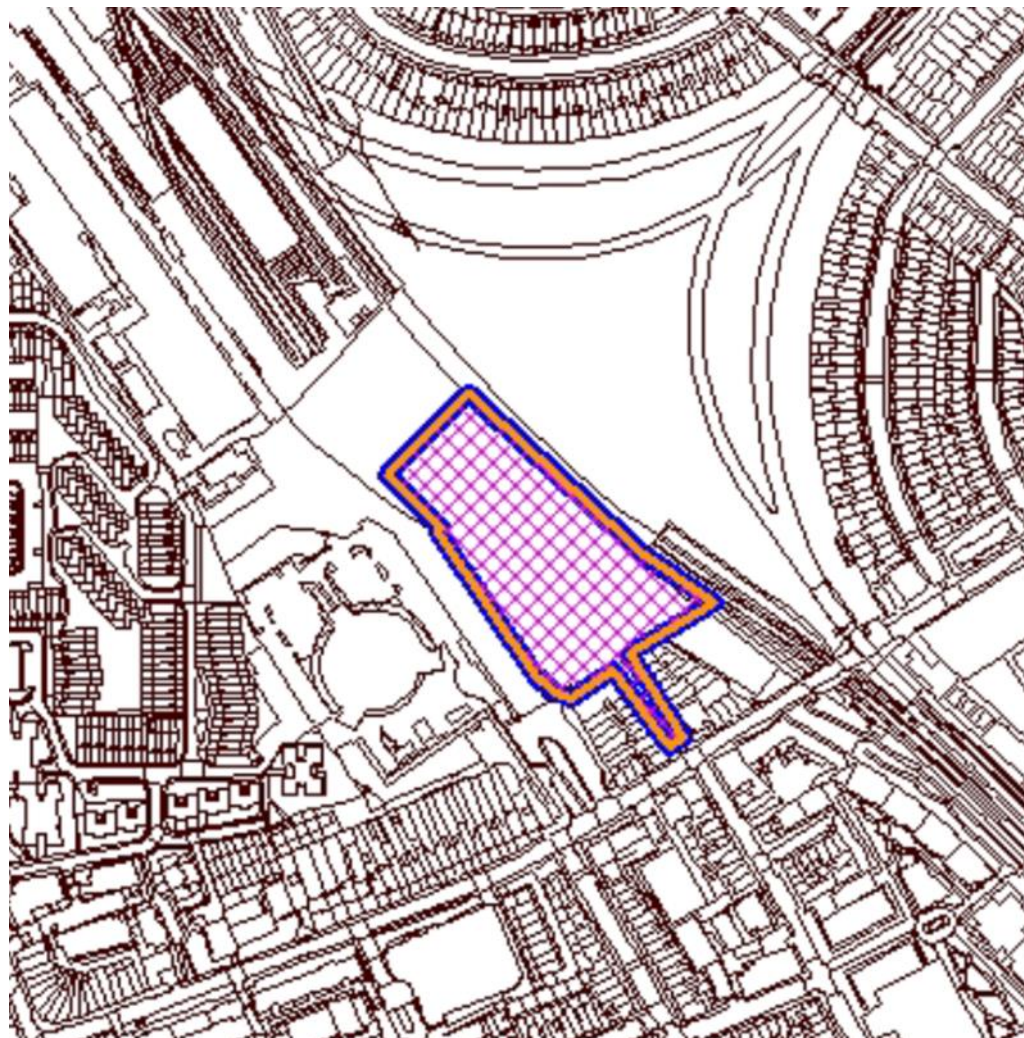

Ward: North End

Site Address:

Earls Court 2 Exhibition Centre, Lillie Bridge Rail Depot,
West Kensington And Gibbs Green Housing Estates And
Adjoining Land



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For identification purposes only - do not scale.

Reg. No:
2021/01444/ADV

Case Officer:
Violet Dixon

Date Valid:
04.05.2021

Conservation Area:

Committee Date:
08.06.2021

Applicant:

Underbelly Limited
4th Floor 36-38 Hatton Garden London EC1N 8EB

Description:

Temporary display of externally illuminated signage at the Earls Court 2 site, in association with the proposed pop-up 'London Wonderground' event, over the period between 1 July to 10 October 2021 (dates include all installation and de-installation periods).

Drg Nos: See Condition 2

Application Type:

Display of Advertisements

Officer Recommendation:

That the Committee resolve that the Chief Planning Officer be authorised to grant advertisement consent subject to the condition(s) listed below:

Conditions:

- 1) The advertisement consent hereby approved shall be for a limited period only, carried out between the 1 July to 10 October 2021, inclusive of installation and de-installation. All advertisements permitted under this consent shall be removed from the site by no later than the 10 October 2021 and the site shall be restored to its former condition.

To comply with the wider regeneration of the site and to allow the Council to assess the impact of the operation of the use on the amenities of surrounding occupiers in accordance with Policies FRA, FRA1, DC1, DC2, DC8 and DC9 of the Local Plan 2018.

- 2) The advertisements hereby approved shall be erected and displayed only in accordance with the approved drawings/documents:

UB-EC-21-001; UB-EC-21-003; UB-EC-21-004; UB-EC-21-005; UB-EC-21-006; UB-EC-21-007; UB-EC-21-008; UB-EC-21-009; UB-EC-21-010; UB-EC-21-011; UB-EC-21-012; UB-EC-21-013; UB-EC-21-014; UB-EC-21-015; UB-EC-21-016; UB-EC-21-017; UB-EC-21-018; UB-EC-21-019; UB-EC-21-020; Cover Letter prepared by Quod (29 April 2021); Planning, Design and Access Statement - prepared by Quod (dated April 2021) and Operating Event Management Plan - prepared by Underbelly Ltd (dated 12 May 2021).

In order to ensure full compliance with the advertisement consent application hereby approved and to prevent harm arising through deviations from the approved plans, in accordance with policies DC1, DC2, DC8 and DC9 of the Local Plan (2018).

- 3) External artificial lighting at the development shall not exceed lux levels of vertical illumination at neighbouring premises that are recommended by the Institution of Lighting Professionals in the 'Guidance Note 01/20: Guidance Notes for the Reduction of Obtrusive Light'. Lighting should be minimized, and glare and sky glow should be prevented by correctly using, locating, aiming and shielding luminaires, in accordance with the Guidance Notes.

To ensure that the amenity of occupiers of surrounding premises is not adversely affected by lighting, in accordance with Policies CC12 and CC13 of the Local Plan 2018 and Key Principles of the Planning Guidance Supplementary Planning Document (2018).

- 4) During hours or darkness, illuminations shall not be intermittent and shall not have changing light patterns.

To ensure that the amenity of occupiers of surrounding premises is not adversely affected by changing light patterns from artificial lighting, in accordance with Policies CC12 and CC13 of the Local Plan 2018 and Key Principles of the Planning Guidance Supplementary Planning Document (2018).SPD 2018.

- 5) The illumination of the sign(s)/advertisement(s) shall comply with the recommendations of the Institution of Lighting Professionals in the 'Guidance Note 01/20: Guidance Notes for the Reduction of Obtrusive Light'. and the 'Professional Lighting Guide No 5, 2014 - Brightness of Illuminated Advertisements'.

To ensure that the amenity of occupiers of surrounding premises is not adversely affected by artificial lighting, in accordance with Policies CC12, CC13, T1, T6 and DC9 of the Local Plan 2018 and Key Principle TR28 of the Planning Guidance Supplementary Planning Document (2018).

Justification for Approving the Application:

- 1) The design, size, siting and means of illumination of the proposed signage would be acceptable in terms of visual amenity and the proposal would not have a detrimental effect on amenity or public safety. The character and appearance of the surrounding Conservation Areas and the settings of adjacent listed buildings and Buildings of Merit would be preserved. The proposed temporary advertisements would therefore accord with the NPPF (2019), Policies CC11, CC12, CC13, DC1, DC2, DC8, DC9, T1 and T6 of the Local Plan (2018) and Key Principles AH1, AH2, BD1, BD7 and TR28 of the of the Planning Guidance Supplementary Planning Document (2018).

LOCAL GOVERNMENT ACT 2000 LIST OF BACKGROUND PAPERS

All Background Papers held by Andrew Marshall (Ext: 4841):

Application form received: 29th April 2021
Drawing Nos: see above

Policy documents: National Planning Policy Framework (NPPF) 2019
The London Plan 2021
LBHF - Local Plan 2018
LBHF – Planning Guidance Supplementary Planning Document
2018

Consultation Comments:

Comments from:

Dated:

Neighbour Comments:

Letters from:

Dated:

See joint report for the planning and advertisement consent applications (ref 2021/01443/FUL).