

Application ref: 2021/0522/A
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Date: 26 November 2021

Development Management
Regeneration and Planning
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Simpatico Town Planning
Brook Street
Brook Street
Lower Gornal
Dudley
DY3 2NB
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Land below rail bridge adjacent to
200A-200B
Chalk Farm Road
London
NW1 8AB**

Proposal:

Display of non-illuminated hand-painted mural on vinyl micro-film applied to brickwork for a temporary period until 26/11/2022.

Drawing Nos: Site location plan; Email from Simpatico Town Planning dated 08/04/2021; Design Statement from Simpatico Town Planning dated 15/10/2021; Wall Template Elevation drawing (unnumbered) received 09/11/2021; Visual image (with dimensions).

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 and associated vinyl 'micro-film' hereby permitted shall be displayed for a temporary period only and shall be removed on or before 26/11/2022.

Reason: This type of advert is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance and resultant harmful visual clutter within the streetscene. Its permanent display would be contrary to the requirements of policies D1, D2 and D4 of the Camden Local Plan 2017.

- 7 A suitable protective vinyl 'micro-film' shall be applied to the approved area of brickwork prior to the first display of signage and shall thereafter be retained, or replaced as necessary with similar material, for all subsequent changes in mural content.

Reason: - To protect the integrity of the existing brickwork surface and bridge and to ensure the advertisement does not harm either pedestrian or vehicular safety in accordance with policies A1 and D4 of the Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting advertisement consent:

The proposal is a joint initiative between Global Street Art (GSA), Global Outdoor and Network Rail, to bring street art led commercial and non-commercial mural campaigns to railway infrastructure across the UK.

A proposed non-illuminated mural would be hand-painted onto a vinyl 'micro-film' applied to an area of brickwork (a display area measuring 3.2m in height x 8.7m in width) situated underneath a railway bridge on the north-west side of Chalk Farm Road. The application of a thin layer of 'micro-film' over the whole of the display area would ensure that any alterations remain reversible in nature and avoid the need to paint directly onto the existing brick surface, so safeguarding the integrity of the brickwork and bridge. It would also allow the mural to be more easily changed on an intended monthly basis so that different content can be displayed.

While it is noted that the GSA cannot confirm the exact content of each advertisement to be displayed in the future given the intended rolling nature of the monthly displays yet to be commissioned, the applicant has confirmed in regard to the mural content that:

- i) it will not be for political purposes;
- ii) it will be governed by the Committee for Advertising Practice (CAP) code which is administered by the ASA (Advertising Standards Authority) in the UK; and
- iii) each mural must be agreed and signed off by site owners, Network Rail Route Asset Management Team, which requires all content to be inoffensive, safe, well managed and curated.

The Council raised initial concerns to original proposals to display a larger sign (measuring 4.9m in height x 11.5m in width) for a period of 5 years. In response the applicant reduced the size of the display area and agreed to a shorter, temporary period for display of 12 months. While the Council would unlikely grant consent for this type of advertisement on a permanent basis as it would be harmful to the appearance of the streetscene, Regents Canal Conservation Area and settings of any nearby listed buildings, the presence of the smaller display area for a shorter period of time is not considered to have any long lasting harm. Under these particular circumstances, the revised proposal is considered to be acceptable. A condition would be attached to any approval to ensure that the advertisement and associated vinyl 'micro-film' hereby permitted are removed in a timely fashion.

The proposed signage would not be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance, nor would it have any adverse impact on neighbouring amenity, particularly given the non-illuminated nature of the advertisement.

The site's planning and appeal history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of Camden Local Plan 2017, the London Plan 2021 and the National Planning Policy Framework 2021.

- 2 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as, for hoardings, temporary highway or road closures, or suspension of parking bays, will be subject to approval of relevant

licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works.

- 3 The applicant is reminded that any future advertisement consent application for a further temporary period for the display of the signage hereby approved may not be granted consent. A full assessment would be required at the time in order to ensure that the amenity of the streetscape, conservation area and settings of any nearby listed buildings are protected.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

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, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer