

Mr Phil Koscienc

21 First Ave

Acton

London W3 7JP

June 2024

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)(ENGLAND) REGULATIONS 2007

SITE AT CORNER OF ROYAL COLLEGE STREET AND BAYNES STREET NW1 0TA

SMALL FORMAT POSTER ADVERTISING BOARDS

Dear Sir/Madam,

Please find enclosed an advertisement application on behalf of Build Hollywood made via the planning portal.

***Site location***

The site is located on the corner of Royal College Street and Baynes Street. It is a vacant piece of land formed by the demolition of the original buildings which occupied the land.

The land is unsightly and is surrounded by utility fencing.

Attached to the fencing are a series of small format timber advertising boards. These were previously granted consent by the council.

The former buildings on the site were demolished some time ago and the gable end of the adjoining terrace comprises a rather ugly feature supported by scaffolding.

The land is untidy and overgrown.

Applications have recently been submitted to develop the site with housing and shops.

The surrounding area is mixed characterised by a combination of shops and service units at street level interspersed with housing.

*The appeal site (Royal College St and Baynes St frontages)*





### ***Relevant history***

Advert consent was granted by the council for this development in 2016 (consent ref 2016/3611/A) and a copy is enclosed with this application. The consent was temporary as it was envisaged that redevelopment of the site would occur within the near future.

The officers report stated as follows,

On balance, the temporary display of the advertisement panels is considered to be acceptable in terms of size, design and location in this particular case, as it involves a number of small scale panels that relate to pedestrians rather than drivers. It will preserve the appearance of the adjacent buildings, the streetscape and the conservation area. It will furthermore enhance the appearance of the site and surroundings compared to the existing situation. Their display is acceptable for a limited period of 12 months only. However it should not set a precedent for similar schemes that may not, under different circumstances, be in accordance with the Council's policies.

The officers report confirmed that the proposal was in accordance with both the councils development plan policies and the National Planning Policy Framework, stating as follow,

As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies of the London Plan 2016 and of the National Planning Policy Framework.

In terms of the impact on the conservation area the report concluded that the character and appearance of the conservation area would be preserved, stating as follows,

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 Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

The officers report also confirmed neighbouring amenity would not be harmed, as follows,

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

### ***The proposal***

This advert proposal seeks to essentially repeat the poster format of the original consent. A temporary 2 year period is sought pending the redevelopment of the site which appears close. Applications for the redevelopment of the land are currently being considered by the council.

The number of poster boards remains as before so the application can be described as follows,

*DISPLAY OF 8 SMALL FORMAT TIMBER POSTER ADVERTISING BOARDS (NON-ILLUMINATED)  
COMPRISING 2 X 8 SHEET BOARDS EACH MEASURING 1.7 X 2.2 METRES ALONG THE ROYAL COLLEGE  
ST FRONTAGE AND 4 X 4 SHEET BOARDS EACH MEASURING 1.7 X 1.2 METRES and 2 X 8 SHEET  
BOARDS MEASURING 1.7 X 2.2 METRES ALONG BAYNES ST FRONTAGE*

The boards are small scale timber boards without illumination.

### ***Assessment***

The previous express consent is a material planning consideration along with the officers assessment referred to above.

Given that redevelopment of the land appears imminent it would seem reasonable to grant a further temporary period for the poster boards.

The amenity issues considered on the previous application have not changed.

The land remains unsightly surrounded by open utility fencing and the poster boards obscure views into the vacant unsightly land providing some limited colour and interest instead.

These are small scale non-illuminated poster boards positioned at the pedestrian level of the street helping to screen an overgrown and derelict piece of land awaiting development.

The displays are of pedestrian scale. They are at the commercial level of the street occupied by shop frontages within a mixed area.

The display boards are in keeping with the scale of the surrounds and the small scale nature of the shops, restaurants, and pubs which occupy the ground floor of adjacent buildings and others in the vicinity.

*Royal College Street frontage (context adj shop units)*

