

Application ref: 2024/1013/A
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Date: 5 July 2024

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
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Simpatico Town Planning
33
Musk Lane West
Lower Gornal
DY3 2UJ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

62-64

Hampstead Road

London

NW1 2NU

Proposal:

Proposed hand painted advert for a period of 12 months

Drawing Nos: 62-64 Hampstead Road Elevation 20 Logo Area (Proposed Drawing), 62-64 Hampstead Road Elevation (Existing Drawing), Location Plan, Design Statement (13/03/2024) and Design Statement appendices

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 painted advert hereby approved shall be removed not later than 12 months from the date of this permission.

Reason: To safeguard the visual amenity of the area, and the amenity space and privacy of occupiers, in accordance with policy D4 of the Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting consent:

The current application seeks consent for the display of a painted, non-illuminated mural on the flank wall of 62-64 Hampstead Road, visible when travelling north along Hampstead Road and on Drummond Street. The adverts are to be displayed for a temporary 12-month period beginning from the date of decision. The mural is in relation to the community festival 'Drummond Street - Season of Spice' taking place within the vicinity.

Consent is required for this due to the inclusion of business advertisements as part of the mural. Upon submitting revisions the new proposed drawing outlines the area in which the business will be advertised covering 20% of the overall area. This proportion is considered acceptable and will be secured as part of the plan numbers.

Given that the application site is on the corner of Hampstead Road and Drummond Street which is located in a busy, mixed use area, the principle of a proposed hand painted advert in this location is acceptable. No design has submitted however any design will need to ensure that the logo and advert element will be restricted to the certain area secured by the elevation plan. Upon consultation with the agent, an area has been identified which is acceptable. The mural would also be removed after 12 months of the granting of this consent.

The proposed signage would, on balance, be appropriate within this context and would not cause undue harm to visual amenity, nor would it cause harm to the character and appearance of the immediate area.

The proposed signs would not cause harm to the amenity of any nearby residents, nor would they impact pedestrian or vehicular safety in the area.

As such, the proposal is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2021 and National Planning Policy Framework 2023

- 2 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and 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. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 3 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at www.camden.gov.uk) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

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 2023.

You can find advice in regard to your rights of appeal at:

[https://www.gov.uk/appeal-planning-decision.](https://www.gov.uk/appeal-planning-decision)

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DP', is positioned above the typed name and title.

Daniel Pope
Chief Planning Officer