

Application ref: 2025/0385/A
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Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Ms Jasdip Dhaliwal
First Floor
44 Charlotte Street
London
W1T 2NR

Dear Sir/Madam,

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**59-61
Camden High Street
London
NW1 7JL**

Proposal: Display of shroud with 1:1 replica of building facade and advertisement banner to approximately 10% of the front elevation for a temporary period of nine months.

Drawing Nos: Planning Statement, 240208-1, 240208-2, 240208-3, 240208-4, 240208-5, 240208-6, 240208-7, 240208-8.

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 hereby permitted is for a temporary period only and shall be removed by 30 November 2025.

Reason: The type of advertisement is not such as the local planning authority is prepared to approve, other than for a limited period, in view of its appearance. The permanent retention of the structure would be contrary to the requirements of policies D1, D2 and D4 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting advertisement consent:

The proposal is for the display of a shroud with 1:1 replica of the building facade and an advertisement banner to 10% of the front elevation for a temporary period of 9 months. The building is three storey and there has recently been a resolution to grant planning permission, subject to a section 106 legal agreement, for the conversion of the application site from 4 flats to 8 flats. The shroud will be non-illuminated.

In order to facilitate these works and improve the appearance of the conservation area during this time it is proposed to install a shroud to cover up the scaffolding for the expected duration of the building works. A previous application for the shroud was approved for a temporary period in 2024 (2024/1911/A) however due to a delay in scaffolding being erected at the site that permission would not now be long enough to allow the shroud to be installed for the length of the building works. Camden Planning Guidance on Advertising states that shrouds with a maximum of 10% non-fragmented advertising space are acceptable in a conservation area as

long as they are for a temporary period during building works. The proposal complies with these requirements and is considered to comply with policies D2 and D4 of the Camden Local Plan.

The proposals are acceptable in amenity terms. The size, siting and design of the shroud would appear appropriate on the building and it is considered that it would enhance the appearance of the building within the conservation area during the building works.

No neighbouring occupiers would be affected in terms of light or outlook.

The signage would not impede, obstruct or impair the free flow or safety of any users of the highway. There would be no undue risk to the safety of any pedestrians, motorists or cyclists.

No objections were received prior to the determination of the application and the planning history of the site has been taken into account when coming to this decision.

As such, the proposal is in general accordance with policies D1, D2 and D4 of the London Borough of Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2024.

- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 3 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.
- 4 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 the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

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

<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 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer