

Mr H Ryatt  
HSR UK Ltd  
PO Box 61456  
London  
NW10 1XU

Application Ref: **2011/1728/A**  
Please ask for: **Ben Le Mare**  
Telephone: 020 7974 **1278**

28 June 2011

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990  
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

### **Advertisement Consent Granted**

Address:  
**174 Camden High Street**  
**London**  
**NW1 ONE**

Proposal:  
Display of a non-illuminated advertisement shroud on scaffolding from first to second floor on west elevation for a temporary period from 1 July 2011 to 1 July 2012.  
Drawing Nos: WE: 02, 03, 04, 05, 06, 07, 08, 09, 10

The Council has considered your application and decided to grant consent subject to the following condition(s):

#### Conditions and Reasons:

- 1 This consent is granted for a limited period of 12 months from the date of this letter or until the scaffolding to which the advert would be attached is removed, whichever is the shorter period, at the expiry of which the advertisement hereby approved shall be removed.

Reason: In order to enable the Council to control the effects of the advertisement on the visual amenity of the area in accordance with policies DP24 and DP25 of



the London Borough of Camden Local Development Framework.

- 2 The proposed 1:1 replication banner of the existing façade of the building shall remain permanently in-situ during the period of temporary consent hereby permitted.

Reason: In order to enable the Council to control the effects of the advertisement on the visual amenity of the area in accordance with policies DP24 and DP25 of the London Borough of Camden Local Development Framework.

- 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 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.

- 7 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.

- 8 The development hereby permitted shall be carried out in accordance with the following approved plans; WE: 02, 03, 04, 05, 06, 07, 08, 09, 10.

Reason:

For the avoidance of doubt and in the interest of proper planning.

Informative(s):

- 1 During construction and maintenance of the proposal, the footway and carriageway on the Transport for London Road Network must not be blocked. Temporary obstructions during the construction must be kept to a minimum and should not encroach on the clear space needed to provide safe passage for pedestrians, or obstruct the flow of traffic. No skips or construction materials shall be kept on the footway or the carriageway of the TLRN at any time.

**Disclaimer**

***This is an internet copy for information purposes. If you require a copy of the signed original please contact the Culture and Environment Department on (020) 7974 5613***