

Miss Lizzie Miller
19 Deane House Studios
Greenwood Place
London
NW5 1LB

Application Ref: **2014/7072/A**
Please ask for: **Angela Ryan**
Telephone: 020 7974 **3236**

6 January 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Kentish Town Road
London
NW5 2TJ

Proposal:
Installation of 22 x lamppost banners in various locations along Kentish Town Road
Drawing Nos: Site location Plan; Cover Letter by Bay Media Limited); Individual Sites Map;
Banners Details by Bay Media Limited; Banners Look Book; 1 x Photo Montage.

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 1 year from the date of this permission, at the expiry of which the advertisement banners 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 and the advertisements are only acceptable on a temporary basis as the permanent display of these advertisements would harm the character and appearance of the conservation area and setting of listed buildings in



accordance with policy CS14-(Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy and policy DP25 - (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

- 6 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.

Informative(s):

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In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

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 'Ed Watson', with a stylized flourish at the end.

Ed Watson
Director of Culture & Environment