

Mr Nigel Dexter
Savills
33 Margaret Street
London
W1G 0JD

Application Ref: **2015/0597/A**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 **3229**

3 March 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Linton House
39-51 Highgate Road
London
NW5 1RT

Proposal:

Display of 9x non-illuminated hoarding signs fronting Carkers Lane, Highgate Road and Greenwood Place, and 2x internally illuminated hoarding signs fronting Highgate Road for a temporary period of 13months from 1 March 2015 to 31st March 2016.

Drawing Nos: Site Location Plan; Design Document dated 30.01.05; Cover letter dated 4 February 2015.

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 in its entirety on or before 31st March 2016. If the hoardings are removed prior to 31st March 2016, the consent to display advertisement must cease and the shroud removed. Advertisement is not allowed on the shroud.

Reason: The type of advert is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. Its permanent display would be contrary to the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP24 of the London Borough of Camden Local Development Framework Development Policies.

Informative(s):

- 1 The proposed temporary hoarding advertisement is considered appropriate in terms of size, design and location. The proposal fronts residential terraces. The internally illuminated signs features subtle backlighting limited to 150 lumens which are discreet lighting hence will not impact on neighbours' amenity. It will not be

harmful to either pedestrian or vehicular safety as no form of advertisement is proposed on the shroud located on the upper floors.

The Council is unlikely to grant consent for such an advertisement on a permanent basis as this would harm the appearance of the building and street scene. However, during construction the advertisement would shield unsightly construction works in accordance with guidance in CPG1 - Design

The sites planning history and relevant appeal decisions were taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4 and 7.6 of the London Plan 2011; and paragraphs 14 17, 56 -67 of the National Planning Policy Framework.

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', written in a cursive style.

Ed Watson
Director of Culture & Environment