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Our Ref: 2014/7092/A  
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The Planning Inspectorate  
3/10a Wing  
Temple Quay House  
2 The Square  
Bristol BS1 6PN

Dear Fiona Dunn,

**Appeal by Ian Bohn, Bohn Associates Ltd  
Site at 178-182 Camden High Street, London, NW1 8QP**

I refer to the above CAS appeal. The CAS method does not offer opportunity for the Council to submit a statement in addition to the officer's delegated report. The Council however seeks to address additional information provided in the appellant's statement which was not included with the application.

**Comments on the new information in the appellant's grounds of appeal**

The Council is mindful that the 2007 Regulations state, and the Government's recent National Planning Policy Framework also advises, that adverts should be controlled only in the interests of amenity and public safety.

The appellants state that the Camden Place Plan designates Camden High Street as a commercial area, making the placement of advertisements fitting. Not only does this disregard the status of the property as a building within the Camden Town conservation area, within which such a large hoarding would be wholly unsympathetic, it also misunderstands the spirit behind the strategic document that forms the Camden Place Plan. The Camden Town Place Plan sets out the strategic vision for the area but this can only be implemented in line with Camden's development plan and core strategy policies. The fact that it makes reference to Camden Town's commercial identity is noted, but in attempting to nurture this commercial identity as the place plan encourages, proposals cannot override the clear direction of the LDF policies that this place plan is meant to be read in conjunction with.

The appellant states that there are banners in place close to Camden Lock Bridge which have been in position for many years without action from the Council. The addresses have not been supplied. Not only does this discount the fact that each application is assessed on its own merit, it also overlooks the fact that both formal and informal enforcement action has been taken against several properties in the vicinity where inappropriate hoardings have been installed, namely:

11-13 Camden High Street

8-12 Camden High Street

176 Camden High Street

191-209 Camden High Street

250 Camden High Street

176 Camden High Street

The Word's End Pub, 174 Camden High Street

221 Camden High Street

223 Camden High Street

202 Camden High Street

111-113 Camden High Street

This demonstrates a consistency to our approach to unsightly hoardings, not acknowledged within Mr Bohn's grounds of appeal, and makes clear that where unfitting hoardings are sought in the vicinity of Camden Town they are routinely refused (please refer to the relevant history section of the delegated report) or enforced against.

The appellant notes that previous applications have not been refused on the grounds of public safety, and queries whether this is an appropriate judgement here. It is on the advice of our colleagues in Transport that the recommendation to refuse on the grounds of public safety was made and given their expertise in the area it is taken that this view is valid.

### **Other Matters**

Without prejudice to the Council's submissions and if the Inspector is minded to allow the appeal, it is requested that the list of conditions attached to this letter as **Annex A** be imposed. The justification is set out beneath each condition.

If any further clarification of the appeal submissions is required please do not hesitate to contact Darlene Dike on the above direct dial number or email address.

Yours sincerely

**Darlene Dike**

Planning Technician  
Culture and Environment Directorate

## **Annex A**

### **Conditions**

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.