

Mr Ian Sumner
33-35 Jamestown Road
London
NW1 7DB

Application Ref: **2015/2223/A**
Please ask for: **Fergus Freeney**
Telephone: 020 7974 **3366**

24 April 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
**Broadstone
Agar Grove Estate
Agar Place
LONDON
NW1 0RH**

Proposal:

Temporary display of non-illuminated information boards onto the north elevation of existing hoardings from 01/05/2015 to 31/07/2017.

Drawing Nos: Site location plan; Hoarding line and location of boards; Hoarding and board - no.1; no.2; no.3; board no.1; board no. 2 in 3 sections; board no. 3 in 3 sections

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.

Informative(s):

- 1 The proposed temporary advertisements are considered appropriate in terms of size, design and location. The proposal will not impact on neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety.

The Council is unlikely to grant consent for such advertisements on a permanent basis as they would harm the appearance of the building and the streetscene. However, as they would only be in place until 31/07/2017 to advertise homes within a Council CIP scheme during the construction period, it is not considered that there would be any long lasting harm.

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, 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 March 2015, consolidated with alterations since 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', with a stylized flourish at the end.

Ed Watson
Director of Culture & Environment