

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

Application Ref: **2015/3661/A**  
Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

3 July 2015

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**Eversholt Street**  
**Phoenix Road**  
**Brill Place and Midland Road**  
**London**  
**NW1**

Proposal:  
Temporary display of 3 x non-illuminated banners and 27 x non-illuminated board sign for the Green Walking Route on existing lamp posts for a period of 12 months from 29/06/2015 to 28/06/2016.

Drawing Nos: Cover Letter; Site Location Plan, Individual Sites Map; Photo Montage - Signage Details.

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 advertisements hereby permitted are for a temporary period only and shall be removed in their entirety on or before 28th June 2016.

Reason: In view of its appearance and various locations, this form of advertisement is not considered appropriate other than for a temporary period. 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 Reason for granting:

Camden Planning Guidance (CPG1) clearly states that banner advertisements in

some commercial areas may be considered a suitable form of display. Within conservation area and on or near listed buildings proposals must safeguard the character and appearance of these areas and the setting of listed buildings.

The proposal has been amended prior to the submission of the application to remove banners which would impact on the setting of listed buildings as well as interfere with the CCTV cameras. As a result, the number of banners has been severely depleted. The banners proposed on unsuitable sites have instead been replaced by smaller board signs which are subordinate to the street furniture they are to be erected upon and the streetscape and would not interfere with any of the CCTV cameras. There is only one banner located in a Conservation Area.

These alternative options are appropriate in terms of size, design and location and would therefore conserve and enhance the character and appearance of the conservation area and the setting of the adjacent listed buildings.

The proposal will not impact on the neighbour amenity nor would it be harmful to either pedestrian or vehicular safety.

The site's planning history and relevant appeals have been taken into account when coming to this decision.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area and special regard has been attached to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses, under s.66 and s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

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, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4, 7.6 and 7.8 of the London Plan March 2015, consolidated with alterations since 2011; and paragraphs 14, 17, 56 -67, 126 -141 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