

Miss Alison Rodriguez
Fairview New Homes
50 Lancaster Road
Enfield
Middx
EN2 0BY

Application Ref: **2015/5497/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

3 November 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
32 Lawn Road
London
NW3 2XU

Proposal:
Temporary display of non-illuminated Dibond Panels to 3 x existing hoarding panels measuring 5.47m in width x 2.44m in height (S1), 8.80m in width x 2.44m in height (F1), 12m in width x 2.44m in height (F2)(F3), 4.88m in width x 2.44m in height (F4), 8.54m in width x 2.44m in height (F5), 9.76m in width x 2.44m in height (F6), 11.91m in width x 2.44m in height (F7), 2.44m in width x 2.44m in height (F8) and 4.88m in width x 2.44m in height (B1)(B2)(B3)(B4) from 23/09/2015 to 30/09/2016. [Retrospective]
Drawing Nos: 15 x Photos; 1406-200 RevA; 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 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.

- 2 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.

- 3 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.

- 4 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.

- 5 The advertisements hereby permitted are for a temporary period only and shall be removed in their entirety on or before 30/09/2016.

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:

The proposed temporary advertisement is 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 an advertisement on a permanent basis as this would harm the appearance of the building and streetscene. 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, 7.6 and 7.8 of the London Plan 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