

Mr Christian Lapper
Tibbalds Planning and Urban Design
19 Maltings Place
169 Tower Bridge Road
London
SE1 2JB

Application Ref: **2015/5985/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

7 December 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Arthur West House
79 Fitzjohn's Avenue
London
NW3 6PA**

Proposal: Temporary display of a non-illuminated hoarding measuring 95m in length x 2.4m in height x 19mm in width fronting Fitzjohn's Avenue and Prince Arthur Road from 23/10/2015 to 23/10/2017.

Drawing Nos: Advertising Hoarding Design (Revised 27/11/2015); 276/4001; 276/4200; and 276/4200 A.

The Council has considered your application and decided to grant consent subject to the following conditions:

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 23rd October 2017.

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.

Informatives:

- 1 Reason for granting permission:

The proposed temporary non-illuminated hoarding advertisement is considered to be appropriate in terms of its size, design, level of illumination and location.

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, the advertisement is only to be displayed for a temporary period during the course of construction in relation to the development granted planning permission under ref. 2014/7851/P (demolition of hostel and erection of 3 - 6 storey

building plus roof plant enclosure and excavation of 2 storey basement to provide 33 self-contained wheelchair accessible flats for the care & well-being of older people (13 x 2-bed & 20 x 3-bed) including ancillary extra-care and treatment rooms, restaurant, health & well-being facility, gym, communal lounges, guest suite, cycle and mobility scooter storage and staff facilities with basement level car park , communal garden and associated landscaping) on 28/08/2015. The advertisement would be displayed on a hoarding that would shield unsightly construction works in accordance with guidance in CPG1 - Design.

The background colour originally applied for was viewed as unacceptable due to its unsuitable brightness for the residential location and in a conservation area. This has been amended to a more fitting colour scheme for the location, being a black background.

The proposal will not impact on neighbours' amenity nor would it be harmful to either pedestrians or vehicular safety.

The site's planning and appeal history has 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, under 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



Ed Watson
Director of Culture & Environment