

Ms Ayesha Malik
HASC, LB Camden
5 St Pancras Square
London
N1C 4AG

Application Ref: **2015/6627/A**
Please ask for: **Fergus Freeney**
Telephone: 020 7974 **3366**

29 December 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Various Sites Regents Park Estate London NW1

Proposal: Temporary display of hoardings on construction banners at various sites on The Regent's Park Estate until 30/06/2019.

Drawing Nos: Site Location Plan; V1; V2; V3; V4; V5; V6; V7; V8; and Positional Measurements V2

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 This consent is granted for a limited period until June 2019. The advertisements, and any associated fixings, hereby approved shall be removed in their entirety no later than 30th June 2019.

Reason: In order to enable the Council to control the effects of the advertisement on the visual amenity of the area in accordance with policies CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy and policy DP24 (Securing high quality development) of the London Borough of Camden Local Development Framework Development Policies.

Informatives:

- 1 Reasons for granting consent:

The proposed banner signs would be placed on construction hoardings at the following sites on the Regent's Park Estate:

Site 1 - Robert Street Site: Borrowdale Car Park, Robert Street and adjacent garden area (Borrowdale block has the post code of NW1 3QG and includes the car park and estate garden area in front of Mossdale Block);

Site 2 - Rydal Water Site: Land at the corner of Robert Street and Hampstead Road, the block adjacent to this red line site, Rydal Water has the post code of NW1 3ED estate (grassed area on Hampstead Road);

Site 3 - Varndell Street Corner Site: Land at the corner of Varndell Street and Stanhope Street, the block adjacent to the red line site, Mackworth House has the postcode of NW1 3QH (Estate garden area, partly landscaped);

Site 4 - Newlands Site: Land at the corner of Varndell Street and Hampstead Road, the Block adjacent to this red line site, Newlands has the post code of NW1 3SJ estate (grassed area on Hampstead Road);

Site 5 - Dick Collins Hall Site: TRA Hall and estate garden area, Redhill Street, London, NW1 4DJ (Community Hall);

Site 6 - Cape of Good Hope Site: Land adjacent to and including No. 78 Albany Street, NW1 4EE;

Site 7 - The Victory Pub Site: 152, Albany Street NW1 4BX; and

Site 8 - St Bedes Mews Site: Land Adjacent to St Bedes Hall, Little Albany Street, London NW1 4DY.

The proposed temporary advertisements are considered to be appropriate in terms of their size, design and location.

The Council is unlikely to grant consent for such advertisements on a permanent basis as this would harm the appearance of the building and streetscene. However, as they would only be in place for a temporary period of 3 years, intended to advertise homes within a Council Community Investment Programme scheme and displayed on hoardings that would shield unsightly construction works, the proposals are considered to be in accordance with guidance in CPG1.

The proposals will not adversely impact on neighbours' amenity nor would they be harmful to either pedestrian or vehicular safety.

The sites planning histories 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 and 7.6 of the London Plan 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', written in a cursive style.

Ed Watson
Director of Culture & Environment