

Mr Patrick Slevin
1 Cavaye Place
London
SW10 9PT

Application Ref: **2016/0472/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

3 March 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
187 Camden High Street
London
NW1 7JY

Proposal:
Temporary display of a non-illuminated shroud with 1:1 image of existing building and advertisement from 04/04/2016 to 26/10/2016.

Drawing Nos: Email from agent (dated 02/03/2016); Schedule of Works; Planning Statement (Revised 15/02/2016); PURETi UK March 14 Presentation; Photographic Condition Report; [015/(Revised 01/03/2016)] 01; 02; 03; 04; 05; 06; 07; 08.

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 shall only be displayed if the shroud hereby permitted is erected in its entirety and is a true 1:1 image of the host building. This permission is for a temporary period only and shall not be displayed before 4th April 2016. Both the advertisement and shroud shall be removed in their entirety on or before 26th October 2016.

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 and DP25 of the London Borough of Camden Local Development Framework Development Policies.

- 7 The shroud and advertisement hereby permitted shall only be erected and displayed a few days prior to the beginning of the works taking place, and must be removed in their entirety by 26th October 2016 or as soon as the intended works have been completed, whichever is the sooner.

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 and DP25 of the London Borough of Camden Local Development Framework Development Policies.

Informative(s):

1 Reason for granting consent:

The proposed temporary shroud and non-illuminated advertisement are considered appropriate in terms of size, design and location. The proposal will not harm the setting of adjacent listed buildings and will enhance the architectural interest of the host building and the appearance and character of the streetscape and the conservation area during the refurbishment works.

In view of the refurbishment works to be undertaken, it is understood that a temporary period of 7 months should suffice. If an extension of time was to be requested, it is unlikely that this would be granted.

The proposal was amended to reduce the size of the advertisement so that it covers only 10% of the elevation of the building in accordance with CPG1 (Design). As such, it would measure approximately 27.4sqm and the overall size of the Parkway elevation of the building is approximately 274sqm.

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

The site's planning and appeal history has been taken into account when coming to this decision.

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 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

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 Planning (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 2015 consolidated with alterations since 2011; and paragraphs 14, 17, 56 -67,

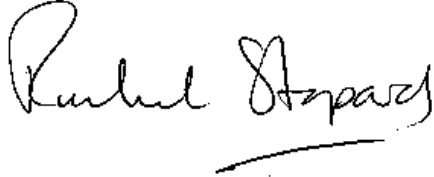
126 -141 of the National Planning Policy Framework.

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 'Rachel Stopard', with a horizontal line underneath the name.

Rachel Stopard
Director of Culture & Environment