

Mr David Armstrong
DMA Planning Consultancy
Flat 2
129 Stapleton Hall Road
London
N4 4RB

Application Ref: **2016/0547/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

12 July 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
174 Camden High Street
London
NW1 0NE

Proposal: Temporary display of a shroud with a non-illuminated advertisement to Camden High Street elevation from 12/07/2016 to 12/10/2016.

Drawing Nos: Worlds End Project Planner; Cover Letter (revised 01/07/2016); Schedule of Works (email 01/07/2016); Heritage Report (revised July 2016); [PY2577/] 001; 002; 003; 004; 005; 006; 007; 010.

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

Conditions and Reasons:

- 1 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.



- 2 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.

- 3 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.

- 4 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.

- 5 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.

- 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 12th July 2016, or the day before the beginning of the construction works whichever is the later. Both the advertisement and shroud shall be removed in their entirety on 12th October 2016, or as soon as the intended works have been completed if prior to 12th October 2016, 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.

Informatives:

1 Reason for granting consent:

The proposed temporary shroud and non-illuminated advertisement are considered appropriate in terms of size, design and location. The size of the proposed commercial advertisement will cover an area smaller than the 10% of the apex elevation as requested by CPG1 (Design). The proposal 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 3 months should suffice. If an extension of time was to be requested, it is unlikely that this would be granted.

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 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.

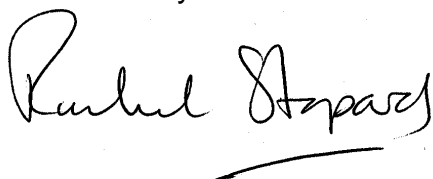
As such, the proposed development is in general accordance with policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4, 7.6 and 7.8 of the London Plan 2016; 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



Rachel Stopard
Executive Director Supporting Communities