

Mr Niall Hanrahan
Planning Potential Ltd.
Magdalen House
148 Tooley Street
London
SE1 2TU

Application Ref: **2016/3172/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

24 August 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Railings outside Hampstead Underground Station
Hampstead High Street
London
NW3 1QG

Proposal:
Temporary display of a non-illuminated banner (measuring 0.7m in height by 1.2m in width) to be attached to the railings outside Hampstead High Street Underground Station from 07/06/2016 to 17/09/2016.

Drawing Nos: 1 x Photo; Cover Letter (dated 07/06/2016); Site Location Plan PP1.

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 advertisement hereby permitted is for a temporary period only and shall be removed on or before 17/09/2016.

Reason - To protect the visual amenity of the building and wider area in accordance with the requirements of policies CS5 of the London Borough of Camden Local Development Framework Core Strategy and policies DP24 and DP25 of the London Borough of Camden Local Development Framework Development Policies.

Informative(s):

- 1 Reasons for granting permission.

The proposed banner is to be displayed for a temporary period from 07/06/2016 to 17/09/2016 in connection with an event at Gails Ltd. It must be noted that the application was submitted on the date of which the temporary period was due to commence; therefore this will reduce the temporary period of display from the date

of this decision.

Camden Planning Guidance (CPG1) states that banner advertisement on buildings should relate to the specific building and should not detract from the appearance and form of the host building or the surrounding environment. It states further that flags/banners in conservation areas are unlikely to be supported as the Council is concerned about safeguarding the amenity, character and appearance of the building and the area. Although contrary to Camden Planning Guidance, the proposed banner is considered to be acceptable in this instance given its temporary nature from 07/06/2016 to 17/09/2016.

The proposed temporary banner is considered to be of a scale and size that respects the appearance of the host building and would not negatively affect the aesthetic appearance, visual amenity or character and appearance of the conservation area.

The proposal would not be harmful to either pedestrian or vehicular safety.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area and 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 and s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

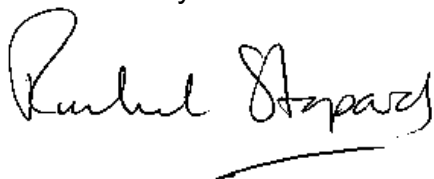
As such, the proposed development is in general accordance with policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development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

A handwritten signature in black ink, appearing to read 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard
Executive Director Supporting Communities

