

Mr David Armstrong  
DMA Planning Consultancy  
The Old School House  
Dartford Road  
March  
Cambs  
PE15 8AE

Application Ref: **2016/4611/A**  
Please ask for: **Darlene Dike**  
Telephone: 020 7974 **1029**

16 September 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 12/10/2016 to 06/12/2016.  
Drawing Nos: Site Location Plan (Ref: PY2577/001); PY2577/002; PY2577/003; PY2577/005; PY2577/007; Cover Letter; Programme of Works; Specification of Works

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 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. Both the advertisement and shroud shall be removed in their entirety on 6th December 2016, or as soon as the intended works have been completed if prior to 6th December 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.

Informative(s):

- 1 The principle of displaying a shroud with non-illuminated advertisement has already been agreed by virtue of the previous approval with reference 2016/0547/A. Although the proposal under this current application has been assessed in its

entirety, in essence it is only the date until which the shroud would be displayed that is under scrutiny here. The date on which the shroud was put up was pushed back from the consented 12/07/2016 to 05/09/2016, effectively losing 55 days of the approved display period. This application simply seeks to add those lost 55 days back on to the end of the advert's consented display period, so that rather than being permitted until 12/10/2016 as previously approved it would instead be permitted until 06/12/2016. The total duration for which the advert is on display would remain a period of three months as previously consented (running from 5/9/2016 - 6/12/2016 instead of 12/07/2016-12/10/2016), and so proposals would bear no additional impact, particularly in relation to the temporariness of the shroud.

Through a site visit conducted on 9th September 2016 it was confirmed that the shroud and advert had been recently erected, with scaffolding at a sufficient distance from the building's elevation to allow the construction works outlined in the submitted Specification of Works to take place. The Council can therefore be reasonably satisfied that the shroud will be used to mask construction works at the site, and not solely as a means of displaying an advertisement. In addition the submitted Programme of Works sufficiently demonstrates that construction works will not elapse until December 2016 , and so consent until this time is appropriate in line with CPG1 guidance that shrouds should only be in place for the temporary duration of construction works and no longer. A condition will also be added to the permission granted to ensure adherence to this point.

Given that the display of the advert and shroud has already begun, and the works to 174 Camden High Street are scheduled to be completed by December 2016, there can be no reasonable justification for extending the duration of consent for the advert beyond the 3 months currently sought. Consequently the Council would be minded to refuse any further applications for advertisement consent of this type at the host site.

As the proposals are identical to those consented under 2016/0547/A, the shroud and associated non-illuminated advert are considered acceptable in terms of size, design and location. In line with CPG1 the shroud encompasses an area less than 10% of the apex elevation, and so is appropriate in terms of its size. It would also serve to mask the building during refurbishment works , and so enhance the character and appearance of the streetscape and wider Camden Town conservation area, as well as preserving the architectural interest of the host building.

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.

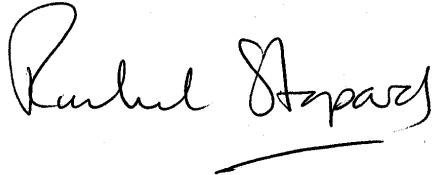
As such, the proposed development is in general accordance with policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development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