

Miss Anna McAree
15 Duncan Terrace
London
N1 8BZ

Application Ref: **2016/3611/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

9 December 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
**Land at 152 Royal College Street
London
NW1 0TA.**

Proposal:
Temporary display of 4 non-illuminated advertising panels measuring 1.74m high by 1.2m wide, and 4 non-illuminated advertising panels measuring 1.74m high by 2.2m wide on existing railings on Royal College Street and Baynes Street for 12 months only.
Drawing Nos: Photo Montage - Pre-built, As-built and Proposed (01/12/2016); Agreement with Landlord; Survey1, 2, 3, 4; Planning Statement; 11.15.63-01 - Site Location Plan.

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 are for a temporary period only and shall be removed on or before 31/12/2017.

Reason: The type of advertisements is not such as the Council is prepared to approve, other than for a limited period, in view of their appearance. Their permanent display would be contrary to the requirements of policy CS14 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 Reason for granting permission:

The proposed temporary non-illuminated advertising boards are to be affixed onto the boundary railings of a disused and unattractive piece of land earmarked for redevelopment which has recently been granted planning permission reference: 2015/4396/P. The advertising boards would be evenly spaced with a mesh net

shielding the gaps between each board.

The Council is unlikely to grant consent for such an advertisement on a permanent basis as this would harm the appearance of the adjoining building and streetscene. Council design guidance in CPG1 states that advertisement hoardings or posters may be acceptable in an area that has a mix of uses or is predominantly in commercial use where they satisfactorily relate to the scale of the host building or feature and its surroundings. This part of Royal College Street has commercial units at ground level with residential at upper floors.

On balance, the temporary display of the advertisement panels is considered to be acceptable in terms of size, design and location in this particular case, as it involves a number of small scale panels that relate to pedestrians rather than drivers. It will preserve the appearance of the adjacent buildings, the streetscape and the conservation area. It will furthermore enhance the appearance of the site and surroundings compared to the existing situation. Their display is acceptable for a limited period of 12 months only. However it should not set a precedent for similar schemes that may not, under different circumstances, be in accordance with the Council's policies.

The proposal will not impact on neighbours' amenity nor would it be harmful to either pedestrians 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 Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

As such, the proposed development is in general accordance with policies CS5 and CS14 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 of the London Plan 2016 and 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

David T. Joyce

David Joyce
Executive Director Supporting Communities