

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

Application Ref: **2016/6471/A**
Please ask for: **Anna Roe**
Telephone: 020 7974 **1226**

9 January 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
6-12 Parkway
London
NW1 7AA

Proposal:
Temporary display of scaffolding shroud measuring 5.5 metres high by 8.3 metres wide (from 20/01/2017 to 19/06/2017) fronting Parkway.
Drawing Nos: 002757/001; 002757/002; 002757/003; 002757/004-rev B; 002757/005-rev B; 002757/006; 002757/007-rev B.

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 panels hereby permitted is for a temporary period only and shall be removed on or before the 19/06/2017.

Reason: The advertisement panels are not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. The permanent retention of the structure 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 advertisement consent:

CPG1 (Design) states that a shroud on scaffolding will only be permitted where the netting on the scaffolding contains a 1:1 image of the completed building undergoing construction work and that the advertisement covers no more than 20%. The proposed shrouds contain a 1:1 representation of the building under construction and would not be detrimental to the surrounding area or the appearance of the streetscene.

By virtue of its height, size and prominence within the conservation area the Council would not grant consent for such advertisements on a permanent basis. However, the proposal is considered acceptable on a temporary basis whilst building works are underway. A condition would therefore be attached for the removal of the advertising panels on or before 19/06/2017. It should be noted that this proposal is for the advertisement shroud only and does not include construction hoarding.

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

The site's planning history and relevant appeal decisions were 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.

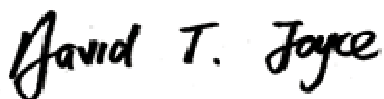
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4, 7.6 and 7.8 of the London Plan 2016, consolidated with alterations since 2011; and paragraphs 14, 17, 56 -67 and 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 that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Executive Director Supporting Communities