

Mr David Armstrong
Armstrong Planning
The Old School House
Dartford Road
March
Cams
PE15 8AE

Application Ref: **2017/2851/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

16 June 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
187 Kentish Town Road
LONDON
NW1 8PD

Proposal:
Temporary display of an externally illuminated advertisement banner on a scaffold shroud from 12/08/2017 to 31/03/2018.

Drawing Nos: Revised Programme; Cover Letter (10/05/2017); Lighting Specifications; PY2750-01; [3719-] 001, 003, 004, 005, 006, 007.

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 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 both the advertisement and shroud shall be removed in their entirety on or before 31st March 2018, or as soon as the intended works have been completed, 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 and policies D4 and A1 of the Camden Local Plan Submission Draft 2016. The proposed development also accords with policies of the London Plan 2016; and the National Planning Policy Framework.

Informative(s):

1 Reason for granting consent:

The proposed temporary shroud and externally illuminated advertisement are considered appropriate in terms of size, design and location. The proposal will not be detrimental to the appearance of the host and adjacent buildings and surrounding area during the refurbishment works.

The proposed commercial signage is to measure 5m in width by 3m in height and an area of 15sqm which is less than the permitted 20% of the 77sqm of the shroud elevation on the apex elevation, and is therefore in accordance with CPG1 (Design).

The site address not being in a Conservation Area and having no listed buildings in close proximity, the method of illumination is therefore also considered to be acceptable.

It is understood that the works have suffered from delays since the previous permission - under reference: 2016/5283/A - was granted for a temporary period of 9 months, starting on 22nd November 2016. This extension is to reflect the delays incurred and permission is therefore to be extended by approximately 30 weeks. If a further extension is to be sought, the proposal would have to be reassessed and permission may not be automatically 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.

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 and DP26 of the London Borough of Camden Local Development Framework Development Policies and policies D4 and A1 of the Camden Local Plan Submission Draft 2016. The proposed development also accords with policies of the London Plan 2016; and the National Planning Policy Framework.

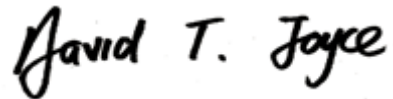
- 2 The Inspector's report on the Local Plan was published on 15 May 2017 and concludes that the plan is 'sound' subject to modifications being made to the Plan. While the determination of planning applications should continue to be made in accordance with the existing development plan until formal adoption, substantial weight may now be attached to the relevant policies of the emerging plan as a material consideration following publication of the Inspector's report, subject to any relevant recommended modifications in the Inspector's report.

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
Director of Regeneration and Planning