

Christian Lapper
Tibbalds Planning and Urban Design
19 Maltings Place
169 Tower Bridge Road
London
SE1 3JB

Application Ref: **2017/6509/A**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 **3229**

14 December 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Greenwood Centre
25 Greenwood Place
LONDON
NW5 1LB

Proposal:
Temporary display of non-illuminated hoarding sign fronting Highgate Road until 01/05/2019.
Drawing Nos: Site location plan; Hoarding site location plan; illustrative drawing (4 pages).

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 be displayed for a temporary period only and shall be removed on or before 1st May 2019.

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 policies D1 and D4 of the Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting permission-

The proposed temporary non-illuminated advertisement is considered appropriate in terms of size, design and location. The sign would be located on a container fronting Highgate Road.

The Council is unlikely to grant consent for such an advertisement on a permanent basis as this could harm the appearance of the nearby listed building and the appearance of the streetscene. However, the sign is considered to be modest and would not be detrimental to the character and appearance of the nearby listed

building or streetscene.

Given its context, the proposal would not have a harmful impact on neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety.

The site's planning history has been taken into account when coming to this decision.

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest under s.66 of the Planning (Listed Buildings) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

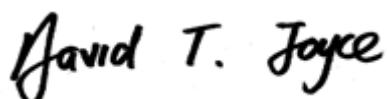
As such, the proposed development is in general accordance with policy D3 of the Kentish Town Neighbourhood Forum, policies A1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016; and the National Planning Policy Framework 2012.

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