

Mrs Ros Osberg
Red Square Design & Build
1st Floor Kelly House 1 Warwick Road
Royal Tunbridge Wells
TN1 1YL

Application Ref: **2018/1020/A**
Please ask for: **Emily Whittredge**
Telephone: 020 7974 **2362**

30 April 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
6 Templewood Avenue
London
NW3 7XA

Proposal:
Display of three temporary hoardings at the site entrances.

Drawing Nos: FA000 Revision P01, 71DB_HAMPSTEAD, FA001 Revision P01, XFEL00
Revision P01, Photographs.

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 for a temporary period, and shall be removed on or before 1st March 2020

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 scale and appearance. Its permanent display would be contrary to the requirements of D1, D2 and D4 of the Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting permission-

The proposed temporary non-illuminated advertisements are considered appropriate in terms of size, design and siting. The adverts would be located on existing hoardings at the three entrances to the site fronting Templewood Avenue and Templewood Gardens. The advertisements would not project over the public highway.

The Council is unlikely to grant consent for such an advertisement on a permanent

basis as this could harm the character and appearance of the Redington Frogmal Conservation Area. However, on a temporary basis associated with the current building works, the advertisements are considered acceptable in terms of design and their impact on the streetscene.

Given its context, the proposal would not have a harmful impact on neighbour 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 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 (ERR) 2013.

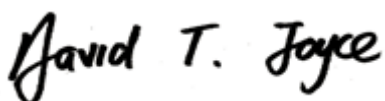
As such, the proposed development is in general accordance Policies A1, D1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016; and the National Planning Policy Framework 2012.

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