

Mrs Joanna Gillespie
Offices and Premises at 3rd Floor
5 Pancras Square
LONDON
N1C 4AG

Application Ref: **2018/4000/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

20 August 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Parliament Hill School
Highgate Road
London
NW5 1RL

Proposal:
Temporary display of non-illuminated advertising hoarding boards on Highgate Road elevation as part of Camden Council's Community Investment Programme until 31st August 2020.

Drawing Nos: (SK)9000 revB - Site Plan; 298211 CIP Hoarding Details (4 pages); Hoarding Locations; Elevation & Photo Montage.

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 be displayed for a temporary period only and shall be removed on or before 31/08/2020.

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 appearance. Its permanent display would be contrary to the requirements of policy D4 of the Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting permission:

The proposed temporary advertisement is considered appropriate in terms of size, design and location. The representations on the advertisement hoarding boards are to reflect the association of the construction site with the Community Investment Programme associated to the redevelopment of the site, which was granted planning permission on 29/06/2015 (application reference: 2014/7683/P).

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

basis as this would harm the appearance of the adjacent conservation area and the streetscene. However, during construction the advertisement would assist in shielding unsightly construction works in accordance with guidance in CPG1 - Design as well as promoting the Community Investment Project.

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.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area and special regard has been attached to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses, under s.66 and s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

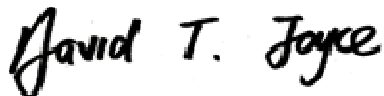
As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with policies of the London Plan 2016;and the National Planning Policy Framework.

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
Director of Regeneration and Planning