

Application ref: 2018/2489/A
Contact: Matthias Gentet
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Date: 3 October 2018

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Mr Frener
Hillview House
1 Hallswelle Parade
London
NW11 0DL

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Former Village Close Garages
21 Belsize Lane
London
NW3 5AS

Proposal: Temporary display of an externally illuminated advertisement board (in connection to the site redevelopment application reference: 2014/3604/P granted on 20/01/2016) until 03/06/2019. [Retrospective]

Drawing Nos: Proposed Front Elevation Drawing; Signage Elevation Details; 831-010-SU; 831-080-01.

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 approved shall be displayed for a temporary period only and shall be removed on or before 03/06/2019.

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 policy D4 of the Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting permission:

Consent is sought for the retention of an externally illuminated advertisement board, in connection to the redevelopment of the site under application reference: 2014/3604/P granted on 20/01/2016. The signage is to be in place for a temporary period only - until 03/06/2019.

Although the site is not in a conservation area, it is surrounded by the Belsize Park Conservation Area to the north-west, south-west and south-east. CPG (Advertisements) states that good quality advertisements respect the character and appearance of the surrounding area and consideration should be given to the sensitivity and historic nature of these areas. It continues to state that free-standing signs will only be accepted where they would not create or contribute to visual clutter.

The free-standing externally (trough lit) illuminated board would provide visibility of the new development being located within a central elevated/raised bed and surrounded by vegetation in front of the newly constructed 4-storey building.

As such, in terms of size, design, location and method of illumination, and by reason of its temporary nature, the proposal is considered to be acceptable and would preserve the character and appearance of the host and surrounding buildings, the conservation area opposite and the streetscape.

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, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

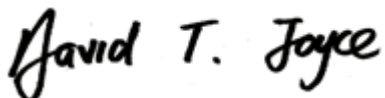
As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with policies of the Draft London Plan 2017 (as applicable); and the National Planning Policy Framework 2018.

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