

Application ref: 2018/4284/A
Contact: Matthias Gentet
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Date: 20 November 2018

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Mr Nicholas Simmons
44 Charlotte Street
London
W1T 2NR

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
4-8 Haverstock Hill & 45- 47 Crogsland Road
London
NW3 2BL

Proposal:
Temporary display of a shroud with a non-illuminated advertisement measuring approximately 8m in width by 4.5m in height on Haverstock Hill elevation from 01/11/2018 to 19/08/2019 (in connection with application reference: 2015/0487/P approved on 22/12/2016).

Drawing Nos: Application Statement (revised 23/10/2018); Schedule of Works (09/10/2018); Site Plan with Signage Location; Photo Montage (19/11/2018); [INF - 1000 -] 01 (09/10/2018), 02 (09/10/2018) 03 RevB (16/10/2018).

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 shall not be displayed before 1st November 2018. Both the advertisement and shroud shall be removed in their entirety on or before 19th August 2019 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 D4 of the Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting consent:

CPG (Advertisements) states that Conservation areas and listed buildings are particularly sensitive to shroud advertisements as they can appear overwhelming, and disrupt the appearance of a high quality built environment. Therefore, given the scale and size of shroud advertisements these types of advertisement proposals will only be considered acceptable primarily in commercial areas and only where they screen buildings under construction. The scaffolding should cover the entire elevation of the building and the netting on the scaffolding depicts a true 1:1 image

of the completed building which is undergoing construction work and the advertisement on the shroud covers no more than 20% of the shroud on each elevation and is not fragmented.

The proposal is seeking consent for the temporary display of a shroud and non-illuminated commercial advertisement to shield construction works due to take place in connection with the redevelopment of the site granted on 22/12/2016 under application reference: 2015/0487/P. The site is also outside a conservation area. As such, the proposal is considered appropriate in terms of size, design and location and would preserve the character and appearance of the surrounding buildings and the streetscape and would not harm the setting of listed Chalk Farm tube station opposite during the refurbishment works.

Please note that the approval of this application does not guarantee the approval of any extension of time, should this be requested. Any new application would need to be reassessed.

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 Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

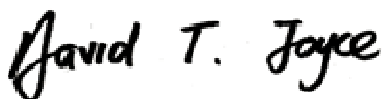
As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with policies of the Draft London Plan 2017 (As Applicable); and the National Planning Policy Framework 2018

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2018.

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