

Town and Country Planning Act 1990, s78
Appeal under Town and Country Planning (Control of Advertisements) (England) Regulations 2007
Schedule 4 by Moe Wurr, Goldschmidt and Howland Limited
LBC reference 2017/5628/A
PINS reference APP/X5210/H/30194410

Appendices 1-5 Proof of Evidence of Ian Richard Trehearne



Appendix 2 Application Form and consent AE9800649 15 October 1998



LONDON BOROUGH OF CAMDEN
APPLICATION FOR CONSENT TO DISPLAY
ADVERTISEMENTS
Town & Country Planning
(Control of Advertisements)
Regulations 1989 (as amended)

FOR OFFICE USE

Case File C/A
 Reg. No. **AE9800649**
 Date Rec'd

Please read notes overleaf before filling in this form. Complete all sections in BLOCK CAPITALS, and answer every question. (Completed forms (four copies, one of which must be originally signed), plus fee and drawings, should be sent to the address overleaf).

I apply for consent to display an advertisement and declare that to the best of my knowledge all the information contained in this form is correct.

SIGNED: _____ Applicant/Agent.

Date: _____

I enclose the appropriate fee of £ _____ by cheque/P.O. No. _____

For Finance Section Use:

Receipt No. **K0034055**
 Date **21/9/98**
 Payee **Parkways Partnership**
 Area: **S NW NE**

Agent (if any) to whom all correspondence will be sent.

Name: _____
 Address: _____
 Post Code: _____
 Tel. No: _____ Ref: _____

2. Address of Application Site

LAND ADJACENT EDINBURGH CASTLE PUB, DELANEY ST. Post Code: NW1

3. Description of Proposed Advertisement(s) Tick one or more boxes

☒ FASCIA SIGN(S) ☐ PROJECTING SIGN(S) ☐ HOARDING(S) ☐ OTHER SIGN(S)
 If other please specify: _____ Period for which consent is sought: **LEASE OF 19 YRS**

4. Details of Proposed Advertisement(s)

- a. Will the advertisement(s) be illuminated? YES ☐ NO ☒
- b. If yes, please state the type and location of illumination and degree of luminance (e.g. internally, externally, floodlighting etc.):
RECEIVED 02 SEP 1998
- c. Will the illumination be static? YES ☒ NO ☐
 If no, please give details of intermittent illuminations: _____
- d. What are the dimensions of the advertisement(s) (including height above ground, extent of projection etc.):
PAINTED LOGO AND BLACK WALL. LARGEST LOGO = APPROX 35' x 5'. THESE LOGOS REPLACE PREVIOUS PAINTED LOGOS OF DIFFERENT
- e. In the case of a building, state the position to be occupied by the advertisement(s):
CEMENT - SEE DRAWINGS
- f. Specify materials and colours of proposed sign(s):
BLUE & RED PAINT
- g. List all plans and drawings submitted:
 Enclose photographs of the existing building if possible.

5. Site Ownership and Use

- a. Does the applicant own the land or buildings concerned? YES ☐ NO ☒
- b. If no, has the permission of the owner or any other person entitled to give permission for the display of the advertisement been obtained? YES ☒ NO ☐
LEASE STATES IT IS LEASEHOLDERS RESPONSIBILITIES GOT PLANS WERE SUBMITTED TO CHAIRMAN
- c. What is the purpose for which the land or buildings is now used?
PARKING



ENVIRONMENT

Development Control
Planning Services
London Borough of Camden
Town Hall
Argyle Street
London WC1H 8ND
Tel 0171 278 4444
Fax 0171 314 1975

Parkways,
Attn. Dominic Hicks,
140 Gloucester Avenue,
London,
NW1 8JA

Application No: AE9800649
Case File://

15th October 1998

Dear Sir(s)/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) Regulations
1992

GRANT OF CONSENT TO DISPLAY ADVERTISEMENT(S)

Address: Land at Delancey Street, (Adjacent to Edinboro Castle
P.H.
57 Mornington terrace) NW1

Date of Application : 28/08/1998

Proposal :

**The display of painted advertisements on the single storey
brick boundary wall.**

Standard Conditions:

1. This consent shall operate for a period of five years from the date of this decision letter.
2. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Council.
3. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
4. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Council.
5. 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.
6. No advertisement shall be sited or displayed so as to obscure or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway or water way.

Director Mark Gilks BA(Hons), M.Soc.Sc., MRTPI

Appendix 3 2007 Application and Refusal

Camden Camden Town Hall
Angle Street
London WC1N 3BU

**APPLICATION FOR CONSENT TO
DISPLAY ADVERTISEMENTS**
Town & Country Planning (Control of Advertisements)
Regulations 1992

Please read notes overleaf before filling in this form. Complete all sections in BLOCK CAPITALS, and answer every question. (Completed forms (four copies, one of which must be originally signed), plus fee and drawings should be sent to the address overleaf).

I apply for consent to display an advertisement and declare that to the best of my knowledge all the information contained in this form is correct.

Signed [Signature] ROBERT ARCHITECTS
Applicant (print name and details)
Date 8 JUNE 07
FEE (Please detachment as appropriate)
- I enclose the application fee of £ 265
by cheque/PO No: _____

FOR OFFICIAL USE ONLY
Received by _____
Date 13 JUN 2007
Page 1
App: 1
Charge/PO No: _____
FOR OFFICIAL USE ONLY
Case File No: 2007/2723/A
Reg No: CA/
Date received: _____

Agent (if any) to whom correspondence will be sent.
Name SQUARE FEET ARCHITECTS
Address 11 FELLOWS ROAD
London
Post Code NW4 3AX
Tel No: 0207 586 1958
Contact Name/Job: ANDREW LEWIS

2 Address of Application Site.
WITE AT TOP OF DELANKY STREET, CLOSE TO JUNCTION WITH
PADEWAY, CAMDEN, LONDON Post Code NW1 7SA

3 Description of Proposed Advertisement(s) Tick one or more boxes
☐ FASCIA SIGN(S) ☐ PROJECTING SIGN(S) ☒ HOARDING(S) ☐ OTHER SIGN(S)
If other please specify: _____ Placed for which consent is sought: INDEFINITELY

4 Type of Application (tick as appropriate).
a. Will the advertisement(s) be illuminated? Yes ☒ No ☐
b. If yes, please state the type and location of illumination and degree of luminance (e.g. internally, externally, floodlighting etc.): FLOODLIGHTING
c. Will the illumination be static? Yes ☒ No ☐
If no, please give details of intermittent illuminations: _____
d. What are the dimensions of the advertisement(s) (including height above ground, extent of projection etc.): BOARD 2.000, 2.500mm off ground
e. In the case of a building, state the position to be occupied by the advertisement(s): N/A
f. Specify materials and colours of proposed sign(s): TIMBER + TIMBER FRAMES
g. List all plans and drawings submitted: 0724-L-001, 011, 012, 021, 022, 023
Enclose photographs of the existing building if possible.

5 Site Ownership and Use

a. Does the applicant own the land or buildings concerned? Yes ☐ No ☒

b. If no, has the permission of the owner or any other person entitled to give permission for the display of the advertisement been obtained? Yes ☒ No ☐

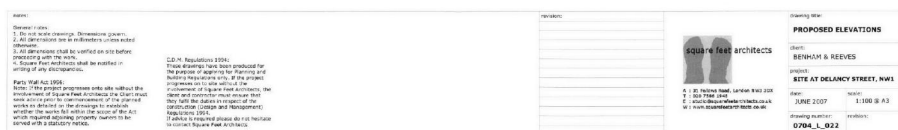
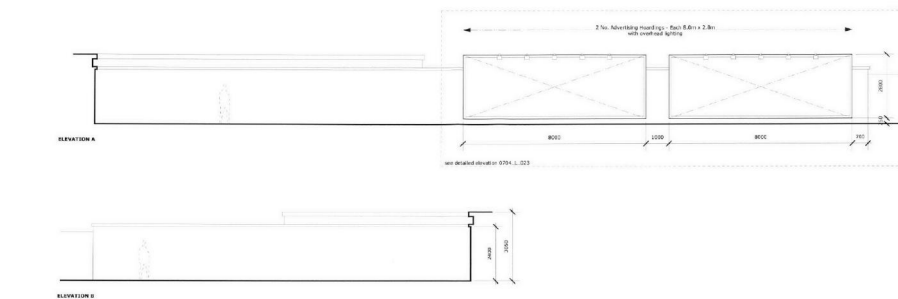
c. What is the purpose for which the land or buildings is now used? CAR PARKING LOT

Is the applicant/agent related to either a member of the Council or any Council employee? Yes ☐ No ☒

Camden London Borough of Camden
Planning Service
Environment Department

A Guide to applicants who wish to obtain consent to display an Advertisement

Many forms of advertising and display are subject to control under the Town & Country Planning (Control of Advertisements) Regulations 1992 (as amended) and specific consent may need to be obtained from the Council. Most restricted advertisements require the consent of the Council. Furthermore, if an application for consent to display an advertisement relates to a listed building, it



PROPOSED ELEVATIONS - 50

client:
BENHAM & REEVES

project:
SITE AT DELANCY STREET, NW1

date:
JUNE 2007

scale:
1:50 @ A3

drawing number:
0204.1.023

revision(s):

Square Feet Architects
31 Fellows Road
LONDON
NW3 3DX



Development Control
Planning Services
London Borough of Camden
Town Hall
Argyle Street
London WC1H 8ND

Tel 020 7278 4444
Fax 020 7974 1680
Textlink 020 7974 6866

env.devcon@camden.gov.uk
www.camden.gov.uk/planning

Application Ref: **2007/2923/A**
Please ask for: **Victoria Lewis**
Telephone: 020 7974 3500

20 November 2007

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Refused

Address:
Car Park
Delancey Street
London
NW1 7SA

Proposal:
Display of 2no. floodlit advertisement hoarding on external wall of car park.
Drawing Nos: 0704_L_001; 011; 012; 021; 022; 023

The Council has considered your application and decided to **refuse** advertisement consent for the following reason(s):

Reason(s) for Refusal

- 1 The proposed hoardings by virtue of their size, position and method of illumination would be detrimental to the visual amenities of the streetscene and the character and appearance of this part of the Camden Town Conservation Area, contrary to policy B4 of the London Borough of Camden Replacement Unitary Development Plan 2006 and information contained within Camden Planning Guidance 2006.



Appendix 4 Email from Angela Ryan LBC to Ian Trehearne. 8 August 2017

From: "Ryan, Angela" <Angela.Ryan@camden.gov.uk>
Date: Tuesday, 8 August 2017 at 16:04
To: Ian Trehearne <iantrehearne@easynet.co.uk>
Cc: "Joyce, David" <David.Joyce@camden.gov.uk>, "Cullen, Bethany" <Bethany.Cullen@camden.gov.uk>
Subject: RE: Advertising 86-8 DElancey Street NW1 (EN17/0237)

Dear Mr Trehearne,

I refer to your e-mail sent to David Joyce on 27th June 2017. I would advise you that the current signs being displayed at the site were installed sometime in 2016. As such they do not benefit from deemed consent as they are significantly differently to the adverts that were previously displayed at the site which comprised a mural that was painted directly onto the wall. As such I would request that you approach your client with a view to blocking out/or totally removing the current unauthorised advertisement signs that have been installed, until such time that consent has been granted for a more appropriate/alternative scheme at the site. It should be noted that the advertisement sign located on the front facing wall (located nearest to Parkway) is required to be removed with immediate effect given that there was no previous advertisement in this particular location. I have previously confirmed that the current scheme is unlikely to be recommended for an approval should a retrospective application be submitted for the retention of the current signs. I previously advised that given the site location, it being within a designated conservation area, and also within close proximity to grade II listed properties located on the opposite side of Delancey Street, that the advertising scheme in its current form is considered to be unduly dominant and readily visible from the wider public realm, and is therefore considered to be unacceptable given that it is detrimental to the visual amenity of this part of the Camden Town Conservation Area and is not considered to enhance its character and appearance. It is also considered to impact on the setting of the nearby grade II listed properties. Moreover, this is not the type of precedent that the Council would not like to see set in the area.

I also previously conveyed to your client that the previous mural painted on the wall was more palatable than the current advertisement panels being displayed given that it was more of a painting than advertising. However, had the Council been aware of the previous painted mural/advertisements at the site prior to them benefiting from having deemed consent then it is highly likely that this would not have been accepted on a permanent basis given its detrimental impact on the visual amenity of the existing streetscene by virtue of its size and visual impact. Notwithstanding the above, the previous advertisement signs displayed at the site were located on either end of the painted mural and did not have a series of advertisement signs incorporated into the painting, as does the current advertisement scheme being displayed at the site. Therefore the previous scheme was significantly different.

In your letter to David Joyce you inferred that your client would welcome the ability to discuss steps which might be taken with a view to achieving a display which the Council would be willing to accept. In this respect see the relevant link below which provides details of the of what you are required to do in order to obtain pre-application advice:

<https://www.camden.gov.uk/ccm/navigation/environment/planning-and-built-environment/planning-applications/pre-planning-application-advice/>

I would request that I am contacted within the next **7 days** with a view to you informing me of your client's intentions. In the event that I am not contacted within the stipulated period then I will have to consider taking formal action in regards to the currently unauthorised advertisements being displayed at the site.

Kind regards

Angela Ryan
Senior Planner
Development Management
Supporting Communities
London Borough of Camden

Telephone: 020 7974 3236
Web: camden.gov.uk
2nd Floor
5 Pancras Square
London N1C 4AG

Appendix 5 Plan of visual envelope of the Appeal Site

