

Application ref: 2019/1644/A
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Date: 3 April 2019

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Ms Sultana Ahmed
5 Pancras Square
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N1C 4AG

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Agar Grove Estate
Agar Grove
NW1 9SS

Proposal:

Temporary display of non illuminated advertisements on construction hoarding until 01/02/2021.

Drawing Nos: Proposed Site Location Plan; Part Floor Plan and Detailed Elevation Signage (19 pages); Existing Site Location Plan; Floor Plans, Detailed Elevation Signage, Photos (30 pages).

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 of 22 months only from the date of this decision letter and shall be removed on or before 01/02/2021.

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 04/08/2014 (application reference: 2013/8088/P).

It must be noted that a similar application was granted advertisement consent on 18/07/2018 (reference: 2018/3243/A). This new proposal would in fact replace these approved advertising hoarding boards.

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 Programme.

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.

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; and the National Planning Policy Framework 2019.

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 2019.

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, appearing to read 'DPope', is positioned above the typed name and title.

Daniel Pope
Chief Planning Officer