

Application ref: 2018/6358/A
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Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
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London
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Savills
33 Margaret Street
LONDON
W1G 0JD

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Novel House
29 New End
London
NW3 1JD

Proposal: Temporary display of non-illuminated advertisement on existing hoarding measuring 2.47m x 32.12m from date of decision until 1st January 2020.

Drawing Nos: Site location plan, Hoarding scheme proposed drawing pack dated 24/11/16, Construction programme

The Council has considered your application and decided to grant consent subject to the following conditions:

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 for a temporary period only and shall be removed in their entirety on 1st January 2020, 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 (Advertisements) of the Camden Local Plan 2017.

Informatives:

- 1 Reason for granting permission-

The Council is unlikely to grant consent for such an advertisements on a permanent basis as they would harm the appearance of the host building, street scene and conservation area. However, the advertisements are to be displayed for a temporary period as set out in the construction programme in relation to the development granted planning permission on appeal in 2015 under ref. 2012/3089/P. This application seeks to extend the period of display granted advertisement consent until 01/01/2019 under ref: 2016/6520/A dated 21/12/2016.

The site is currently under construction and has existing hoarding structures in place. The proposed display would combine text and images indicating the commercial occupiers of the development site, and would shield unsightly works for the duration of the construction works. In the wider street scene, they would be in a typical position at ground level, satisfactorily relate to the scale of the host building and their surroundings and as they would be displayed for a temporary period only, would not be considered so unduly dominant as to detract from the

character and appearance of the Hampstead Conservation Area.

In terms of size and siting, the proposals would not damage views or obscure light to neighbouring properties; nor would they be considered hazardous to road users and therefore raise no public safety concerns.

No objections have been received prior to making this decision and the site's planning and relevant enforcement 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 (ERR) 2013.

As such, the proposed development is in general accordance with policy D4 (Advertisements) of the Camden Local Plan 2017 and policies DH1 (Design), DH2 (Conservation Areas and Listed Buildings) and DH3 (The urban realm) of the Hampstead Neighbourhood Plan 2018. The proposed development also accords with the policies of the London Plan 2016 and the National Planning Policy Framework 2019.

- 2 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team London Borough of Camden 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444) . Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 3 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website at <https://beta.camden.gov.uk/documents/20142/1269042/Camden+Minimum+Requirements+%281%29.pdf/bb2cd0a2-88b1-aa6d-61f9-525ca0f71319> or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

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:

Yours faithfully

A handwritten signature in black ink, appearing to read 'DP', is centered on the page.

Daniel Pope
Chief Planning Officer