

Application ref: 2019/3099/A  
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**Development Management**  
Regeneration and Planning  
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Gerald Eve LLP  
72 Welbeck Street  
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Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**Outside Building A0**  
**Chalk Farm Road**  
**London**  
**NW1 8RP**

Proposal:

Temporary display of externally illuminated hoarding advertisement (measuring 2.44m high x 51.5m wide) until 12/06/2020.

Drawing Nos: Hoarding area plan, and Hoarding Design Proposal document dated 17/05/2019.

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 only and shall be removed on or before 12th June 2020.

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.

#### Informative(s):

- 1 Reason for granting advertisement consent

The proposal is for advertisements to be fitted to the existing hoarding located between the rail bridge and Regents Canal, to the east side of Chalk Farm Road in front of the Hawley Wharf development. Camden Planning Guidance states that if an area has a mix of uses or is predominantly in commercial use some hoarding advertising may be acceptable where they satisfactorily relate to the scale of the host building and its surroundings. Although nearly completed, parts of the large site are still under construction and have existing hoarding structures in place. The proposed temporary advertisements would combine text and images relating to the development and would shield unsightly works for the remainder of the construction works.

The proposed displays would not obscure the architectural features of the buildings or nearby landmarks as they would satisfactorily relate to the scale of the host buildings and their surroundings and would not damage views or obscure light to neighbouring properties. In the wider street scene, they would be in a typical position at ground level for a temporary period during construction only and would not be considered unduly dominant in this commercial locality as they would not detract from the host buildings' character and appearance or the wider Regents Canal Conservation Area. As the proposals are for a temporary period only, they would not result in harm to the character and appearance of the wider Conservation Area, the setting of the nearby Grade II listed Hampstead Road Bridge or the streetscene. A condition would be added to ensure that the advertisements are removed by 12th June 2020.

In terms of size and siting, the proposals would not be considered to disturb neighbouring occupiers nor would they be considered hazardous to road users and therefore raise no public safety concerns. Although illumination of hoarding is generally not supported, low luminance (200 lux) security lights are proposed (and installed at present). These are considered acceptable and would improve pedestrian safety given the existing scaffolding in this location and high pedestrian numbers.

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.

Special regard has been attached to the desirability of preserving the nearby listed bridge and its setting or any features of special architectural or historic interest which it possesses under s.66 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. 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:

<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