

Application ref: 2019/3219/A
Contact: David Peres Da Costa
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Date: 2 September 2019

Development Management
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SM Planning
80-83 Long Lane
London
EC1A 9ET

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Koko
1A Camden High Street
London
NW1 7JE

Proposal:

Temporary display of scaffold shroud (with replica of building façade) to front and side elevation including non-illuminated advertisement panel 9m x 4.4m to front elevation for a period of 12 months.

Drawing Nos: PY3559/003; PY3559/004; PY3559/008; PY3559/002; PY3559/001; Cover letter prepared by SM Planning dated 21 June 2019; PY3559/005 rev A; PY3559/006 rev A; PY3559/007 rev A; PY3559/009 rev A

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 The advertisement consent hereby granted is for a temporary period of 12 months from the date of this decision or until building works are complete, whichever is the earlier date. By this time the advertisement and all associated illumination and fixings shall be completely removed.

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.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

- 6 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.

- 7 The shroud, displaying the 1:1 replica of the building, hereby approved must be in situ for as long as the approved advertisement panel is displayed.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policies D1 and D2 of the London Borough of Camden Local Plan 2017.

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 written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer