

Application ref: 2019/3446/A
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Development Management
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FT Architects Ltd
Hamilton House
WC1H 9BB

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

23-24 Montague Street
London
WC1B 5BH

Proposal: Display of non-illuminated advertising to site hoarding

Drawing Nos: Site Location Plan 333 00_00 P1, 333_011_01, 333_011_02, 333_011_03.

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 building/structure hereby permitted is for a temporary period only and shall be removed on or before 15/01/2020

Reason: The type of structure is not such as the local planning authority is prepared to approve, other than for a limited period, in view of its appearance. The permanent retention of the structure would be contrary to the requirements of policies D1 and D2 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting consent:

This application seeks consent for the temporary installation of non-illuminated advertising to a hoarding in place as part of refurbishment works to the property.

The hoarding is approximately 2750mm in height. Two stretches of hoarding shall cover the existing boundary railings to the front. At No.23 this shall be approximately 4840mm, and; at No.24 this shall be approximately 5235mm. A further stretch of 315mm shall be installed to the south eastern front side of No.24. Additionally carefully constructed hoardings shall be in place to either side of main entrance doorways built to fit the existing steps.

The proposed adverts are considered to be acceptable in terms of their size, design, location, the lack of illumination, and; the temporary nature of the display.

These adverts are not considered to have any detrimental impact on the amenity of

any neighbouring property. It is not considered that the display of these adverts would be harmful to public safety, either by vehicular or pedestrian traffic.

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 2013.

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 London Plan 2016; 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 written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer