

Application ref: 2019/5285/A
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SM Planning
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

6-12 Kentish Town Road
London
NW1 9NX

Proposal: Display of scaffold shroud with replica facade and hoarding advertisement for a temporary period until 14/11/2024.

Drawing Nos: Site Location Plan E400, E100, P100.

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.

Informative(s):

- 1 Reason for granting permission:

The proposal to install non-illuminated advertising to a temporary shroud and hoarding is considered acceptable in size and location, as it screens a building undergoing refurbishment. The scaffolding covers the entire elevation of Nos 6-12 fronting Kentish Town Road with the shroud displaying a 1:1 image of the completed building with the advertisement covering less than 10% of this display, which respects the architectural form and scale of the building.

Additional advertising is proposed to be displayed on the hoarding at street level. This is also considered acceptable for temporary period, and will shield members of the public from the construction work behind.

The Council would not grant consent for such an advertisement on a permanent basis; however, for a limited time the advertisement would screen the unsightly construction works and would not be considered unduly dominant in this commercial locality. In addition the proposal would not detract from the buildings character and appearance and wider Camden Town Conservation Area.

In terms of size and siting, the proposal is not considered would not be considered to disturb neighbouring occupiers nor would they be considered hazardous to road users 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. The proposed development also accords with the policies of the Draft London Plan 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', written in a cursive style.

Daniel Pope
Chief Planning Officer