

Application ref: 2019/4611/A
Contact: Matthew Dempsey
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Date: 12 February 2020

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Mark Wilkinson
Infinity Outdoor
1st Floor
44 Charlotte Street
London
W1T 2NR

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
8 Haverstock Hill
London
NW3 2BL

Proposal: Temporary display of a shroud with a non-illuminated advertisement measuring approximately 8m in width by 4.5m in height on Haverstock Hill elevation from 01/09/2019 to 30/04/2020 (in connection with application reference: 2015/0487/P approved on 22/12/2016, extended from previous advertisement consent ref: 2018/4284/A, approved 21/11/2018).

Drawing Nos: Site Location Plan, INFIN-1000-02, INF-1000-03RevB.

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 only be displayed if the shroud hereby permitted is erected in its entirety and is a true 1:1 image of the host building. This permission is for a temporary period only and shall not be displayed before 1st September 2019. Both the advertisement and shroud shall be removed in their entirety on or before 30th April 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 of the Camden Local Plan 2017.

Informative(s):

- 1 Advertisement consent is sought for a temporary period to shield the construction works taking place with redevelopment of the site granted 22/12/2016 ref: 2015/0497/P. This consent follows a similar application for temporary advertisement consent ref: 2018/4284/A granted 20/11/2018.

The proposal is considered appropriate in terms of size, design and location, and would preserve the character and appearance of the surrounding buildings and the streetscape. It would not harm the setting of the nearby Grade II listed Chalk Farm tube station during the refurbishment works. The site is not within a conservation

area.

Please note that the approval of this application does not guarantee the approval of any extension of time, should this be requested. Any new application would need to be reassessed.

The proposal would not impact on the neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety.

The site's planning and appeal history has been taken into account when coming to this decision.

Special regard has been attached to the desirability of preserving the nearby listed building or 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 of the Camden Local Plan 2017. The proposed development also accords with policies of the Draft New London Plan 2019 (as applicable); 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 positioned above the printed name and title.

Daniel Pope
Chief Planning Officer