

Application ref: 2020/3968/A
Contact: Leela Muthoora
Tel: 020 7974 2506
Email: Leela.Muthoora@camden.gov.uk
Date: 20 October 2020

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

SM Planning
80-83 Long Lane
London
EC1A 9ET

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**1A Camden High Street
London
NW1 7JE**

Proposal:

Temporary display of a 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: Project KOKO - Strategic programme dated 24/08/20 - REV D; PY3559/ 001, 003, 004, 005 rev A, 006 rev A, 007 rev A, 008, 009 rev A

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 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.

- 7 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.

Informative(s):

- 1 Reasons for granting consent-

The proposal seeks to extend the temporary period of display for an advertisement on a scaffold shroud, which was previously granted temporary consent under ref. 2019/3219/A (dated 02/09/2019). The extended period is required due to

construction delays with the development it is concealing (approved under ref: 2017/6058/P dated 02/05/2018).

The shroud continues to be acceptable in size and location as it screens a building undergoing refurbishment. The scaffolding covers the entire elevation with netting displaying a 1:1 image of the completed building. The advertisement covers 13% of this display, more than the recommended 10% of the elevation; however the advertisement would be non-illuminated and would respect the architectural form and scale of the building.

The Council would not grant consent for such an advertisement on a permanent basis; however, for a further extended limited time, it is considered acceptable in this instance. The advertisement would screen the unsightly construction works, would not be considered unduly dominant in this commercial locality, and would not detract from the character and appearance of the host building and wider Camden Town Conservation Area.

In terms of size and siting, the proposal is not considered to disturb neighbouring occupiers nor would it be considered hazardous to road users, so would raise no public safety concerns.

No objections have been received prior to making this decision. The site's planning history and relevant appeal and enforcement history have been taken into account when coming to this decision.

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, the London Plan (Intend to Publish) 2019 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
Director of Economy, Regeneration and Investment