

Application ref: 2020/4035/A
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Armstrong Planning
The Old School House
Dartford Road
March
Cambs
PE15 8AE

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

187 Kentish Town Road
London
NW1 8PD

Proposal: Temporary display of scaffold shroud over the building with 1:1 image of existing building and an externally illuminated advertisement at first and second floor level on the front façade to be displayed from 04/11/2020 until 31/01/2021.

Drawing Nos: Planning statement from Armstrong Planning dated 03rd September 2020, Construction programme 1804 Kentish Town Road Rev B dated 13/08/2020, LED Floodlight spec sheet, 3719-001, 3846-001, 3846-002, 3846-003 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 advertisement hereby granted consent shall only be displayed while the programme of works specified in 'Construction programme 1804 Kentish Town Road Rev B dated 13/08/2020' which require scaffolding are being undertaken and shall be completely removed and the building made good by 31/01/2021 or when the above works have been completed/scaffolding is no longer required, whichever is the sooner.

Reason: In order to enable the Local planning authority to control the effects of the advertisement on the visual amenity of the area in accordance with policy D4 of the London Borough of Camden Local Plan 2017.

- 7 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. Both the advertisement and shroud shall be removed in their entirety on or before 31st January 2021 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.

- 8 The intensity of the illumination of the external lighting shall not exceed 300

candelas per square metre during the night in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's Professional Lighting Guide 05: The Brightness of Illuminated Advertisements 2015'.

Reason: To safeguard the amenity of the adjoining premises and the area generally in accordance with the requirements of policies A1 and D4 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 The proposal is to extend the temporary period of display for an advertisement previously granted consent in July this year. The proposal seeks to display an advertisement of the same type, position and method of illumination as that previously approved, for a further temporary period, due to delays with the construction schedule.

The advertisement is considered 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 with the advertisement covering 16% of this display, which respects 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 limited time the advertisement would screen the unsightly construction works and would not be considered unduly dominant in this commercial locality, and would not detract from the buildings character or surrounding area.

In terms of size and siting, the proposal is not considered to disturb neighbouring occupiers. As the illumination would be static with downward facing light fittings, it is not considered to cause a distraction to vehicular traffic or pedestrians and therefore would cause no harm to public safety.

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.

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 'DPe', is positioned in the upper left quadrant of the page. The signature is fluid and cursive, with the letters 'D', 'P', and 'e' being the most prominent.

Daniel Pope
Director of Economy, Regeneration and Investment