

Application ref: 2020/2845/A
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SM Planning
80-83 Long Lane
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
18 Haverstock Hill
London
NW3 2BL

Proposal:
Temporary display of a scaffold shroud with 1:1 image of new building and a 12m x 7m non-illuminated advertisement panel on Haverstock Hill elevation until 31/05/2021.
Drawing Nos: PY3859: 001, 002, 003, 004, 005, 006, 007

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 The shroud hereby permitted is for a temporary period only and shall be removed on or before 31/05/2021.

Reason: The shroud 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 policy D1 of the London Borough of Camden Local Plan 2017.

- 2 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.

- 3 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.

- 4 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.

- 5 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.

- 6 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.

Informative(s):

- 1 Reasons for approval:

The proposed shroud complies with the guidance in the Council's SPG on Advertisements in terms of its size, position and imagery. It would not extend beyond the dimensions of the development under construction and would have a 1:1 image of the new development on its front elevation. The proposed advertisement sign on the shroud would also comply with the CPG on Advertisements in terms of its size and position. As it would be non-illuminated it should not result in significant harm to the appearance of the area. Subject to standard conditions regarding maintenance the shroud and its non-illuminated advertisement panel should not result in any loss of highway safety.

No objections have been received following statutory consultation on the application. The site's planning history has been taken into account in the

assessment of the proposal.

The proposal would therefore comply with policy D1 (Design) and policy D4 (Advertisements) of the LB Camden Local Plan 2017 and the Council's SPD's on Design and Advertisements.


- 2 This consent relates to the amended drawings submitted on 07/12/2020, including the amended proposed elevation (PY3859/004) which has no external illumination.

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 blue rectangular background.

Daniel Pope
Chief Planning Officer