

Application ref: 2021/1760/A
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Armstrong Planning
The Old School House
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March
Cambs
PE15 8AE

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 non-illuminated advert panel on Haverstock Hill elevation for a period of 2 months.

Drawing Nos: Site Location Plan PY3859/001, 002, 003, 004, 005, 006, 007. Cover Letter 08/04/2021.

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 hereby permitted is for a temporary period only and shall be removed on or before 06/10/2021.

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.

Informative(s):

- 1 Reasons for granting consent:

The proposed 1:1 scaffold shroud display is identical to that which had been granted consent under application ref: 2020/2845/A for a 6 month period until 31/05/2021. This consent would allow for a further 2 months until 06/10/2021. The proposed short extension to a temporary display of advertisements is considered acceptable in this instance, as circumstances of the site and policy context have not changed since then.

The advertisement will not be illuminated and it is considered that it would not cause a distraction to bring about any public safety or residential amenity concerns.

The Council would not grant consent for such an advertisement on a permanent

basis; however, for a limited time the advertisement and shroud would screen the unsightly construction works and would not be considered unduly dominant in this commercial locality, and would not detract from the character of the surrounding area.

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 policies D1 and D4 of the Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2021 and the National Planning Policy Framework 2021.

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