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TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)(ENGLAND) REGULATIONS 2007

SITE AT KENTISH TOWN STATION, KENTISH TOWN ROAD NW5 2TG

WALL-MOUNTED TIMBER 4-SHEET POSTER BOARD (NON-ILLUMINATED)

Dear Sir/Madam,

Please find enclosed an advertisement application on behalf of Network Rail made via the planning portal.

Network Rail have been informed by correspondence from your Angela Ryan (enforcement team), that a 4-sheet advertising display board at the above property requires advertisement consent.

The site

The site is the station bridge boundary wall at Kentish Town Road by Kentish Town Station.

The proposal

The application proposes the retention of the poster display board which acts like a billboard displaying 4-sheet posters with community information.

This is a wall-mounted timber poster board displaying 4-sheet community posters measuring 1.7m high x 6.2m wide.

The poster board is non-illuminated.

National advertising policy guidance

National guidance on advertising is contained within the following documents,

- The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- National Planning Practice Guidance
- The National Planning Policy Framework

Planning Practice Guidance advises that the display of advertisements is subject to a separate consent process within the planning system which is principally set out in the ***Town and Country Planning (Control of Advertisements) (England) Regulations 2007*** (The Regulations), confirming as follows,

‘Adverts are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission.’

The Regulations require *‘Powers to be exercised in the interests of amenity and public safety’*, taking into account the development plan so far as material and any other relevant factors.

In relation to factors relevant to amenity, The Regulations states that,

“Factors relevant to amenity include the general characteristics of the locality, including the presence of any features of historic, architectural, cultural or similar interest.”

Main issues

Public safety

The poster board which is not illuminated is aimed at providing information for pedestrians, has been built on a wall in a parallel location to the footway and because of this it does not hinder pedestrian movement within the area and does not block or hinder views of traffic signals or street signage. Additionally it does not produce any noise, and in these circumstances the advertisement does not harm public safety or aural amenity.

Visual amenity

In terms of visual amenity this is a small non-illuminated poster board positioned on the railway bridge wall.

It is located within a busy commercial area centred on the station and local shopping area.

It is positioned at street level whether other shop and commercial premises and advertising is located and not at a high level.

The board is small scale and non- illuminated positioned on a substantial brick wall.

It is neatly and symmetrically displayed and without any illumination which would give it undue prominence.

It is suggested that passers- by would not be offended by the retention of this poster board displaying local community information.

These types of small scale poster sites play an important role in the delivery of community messaging and community support for the arts and culture and local businesses. As we come out of lockdown local businesses, arts and culture are going to need support and advertising of this kind is essential to assist the revitalisation of the economy and local businesses as well as arts and culture through community messaging of this kind.

The board is positioned at ground level which is the level where other commercial elements are located.

The poster board does not cut across any architectural features of the wall.

The poster board is not of excessive size and is in keeping with the scale of the host wall.

It is unlit and thus not overdominant.

A small controlled billposting station of this kind helps to control uncontrolled flyposting within the area.

The poster board appears as a small incidental feature within the street scene.

Its range of visibility and impact within the street scene is limited and well-contained to its immediate setting.

It adds some colour and interest without causing harm to visual amenity.

Given its limited size, nature and location is not considered to harm the amenity of the area

Yours faithfully,