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

SITE: RAILWAY BRIDGE WALL, HIGHGATE ROAD BRIDGE (south side), LONDON, NW5 1LE

2 no. WALL MOUNTED 4-SHEET COMMUNITY POSTER ADVERTISING BOARDS

Dear Sir/Madam,

Please find enclosed an advertisement application made via the planning portal.

The applicants are working in partnership with Network Rail the landowner and Camden council to promote community advertising boards and help prevent flyposting in the borough.

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.

In particular, the local arts and culture sector is a significant part of community life and the campaigns will be designed to ease this key part of the community back to life.

Local community boards of this kind help to prevent flyposting by providing a facility to display posters in a controlled manner.

The applicants and Network Rail have recently been working with Camden council on a similar project at Camley street bridge to promote art and community posters which were granted consent by application 2022/1822P as a joint bridge wall project with your council.

Network Rail advertising have funded this project.



### ***The site***

The site comprises the east and west railway bridge walls on the south side of Highgate Road bridge

The poster boards will be attached to the bridge walls and in a parallel location to the road (one is already in place).

This is a mixed urban area.



### ***The site***

### ***The proposal***

The proposal is for 2 X wall-mounted timber poster boards to be attached to the east and west facing walls opposite each other.

The boards will measure 1.6m high x 6.2 m wide.

They will be non-illuminated.

Each board will facilitate the display of six x 4-sheet community paper posters.

The poster displays will normally change at 2-week intervals.

These will be local community billboard displays.

### ***National policy***

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.

Accordingly, development plan policies of the council cannot be decisive.

The ***National Planning Policy Framework (NPPF)*** confirms this approach to advert control decision advising that applications should be determined in relation to amenity (and where relevant public safety) issues only.

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.”*

*Planning Practice Guidance*, on amenity, states that,

*“In practice, ‘amenity’ is usually understood to mean the effect on visual amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement. So, in assessing amenity, the local planning authority would always consider the local characteristics of the neighbourhood: for example, if the locality where the advertisement is to be displayed has important scenic, historic, architectural or cultural features, the local planning authority would consider whether it is in scale and in keeping with these features.”*

### **Assessment**

In terms of visual amenity these are small non-illuminated poster boards situated on the railway walls.

They raise no public safety issues.

They are located at street level aimed at pedestrians.

The range of visibility is limited due to their parallel location.

The poster boards do not intrude into the wider area due to a parallel orientation.

The proposed poster boards will be unlit and a relatively small scale timber display boards.

They will appear within an area where the street is of mixed character at ground floor level and be viewed simply as incidental features.

Located at street level the advertising boards are an important part of community advertising in this district and can be essential to local arts and organisations and local business.

The boards are positioned within the level where other commercial elements are located.

There is no impact on residential amenity.

The wall displays add some colour and interest and information of local interest within this locality.

Yours faithfully,

