

Delegated Report	Analysis sheet	Expiry Date:	02/02/2023
	N/A	Consultation Expiry Date:	n/a
Officer		Application Number	
Edward Hodgson		2022/5401/A	
Application Address		Drawing Numbers	
Highgate Road Railway Bridge (south side) east and west walls Highgate Road London NW5 1LE		See decision notice	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature
Proposal(s)			
Display of 2 non-illuminated poster boards on the railway bridge (part retrospective)			
Recommendation(s):	Refuse Advertisement Consent		
Application Type:	Advertisement Consent		

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice			
Informatives:				
Consultations				
Adjoining Occupiers:	No. of responses	02	No. of objections	02
Summary of consultation responses:	<p>No site or press notices were displayed / published in accordance with the Council's Statement of Community Involvement for advertisement consent applications.</p> <p>Two objections were received from local residents. Their objections can summarised below:</p> <ul style="list-style-type: none"> • There is already too much clutter and advertising in Camden • This advertising will result in being graffitied if left unmanaged and will contribute to visual clutter • Such items shouldn't be allowed within the conservation area <p><i>Officer response:</i></p> <p><i>Visual amenity, including design and heritage, are material considerations when assessing advert consent applications. Please see section of 2 of the report.</i></p>			
CAAC/Local groups comments:	No responses from any local amenity groups were received.			

Site Description

The application site is a railway bridge located on Highgate Road and is constructed with two brick walls either side of the road that measure approx. 1.7m high. It is located directly to south of a metal girder railway bridge. The brick wall on the east side of the road is located within the Dartmouth Park Conservation Area and the Kentish Town Neighbourhood Plan Area. The brick wall on the west side is not located within a conservation area but is located within the Dartmouth Park Neighbourhood Plan Area. The application site is not listed.

Relevant History

The application site has no relevant planning history.

Other sites:

The Stables Market (wall fronting Chalk Farm Road)

2019/2456/A - Installation of 10 x non-illuminated advertisements within existing display boards to outer wall of stables Market fronting Chalk Farm Road. **Refused - 02/07/2019**

Reason for refusal:

The proposed advertisements, by virtue of their size, design and visual prominence would introduce visual clutter, to the detriment of the special character and appearance of the host Grade II listed wall and Horse Hospital, the streetscene and the Regents Canal Conservation Area, contrary to policies D1, D2 and D4 of the Camden Local Plan 2017.*

138-140 Highgate Road

2022/1613/INVALID - Retention of existing hoarding board. **Withdrawn - 06/12/2022**

Reason for withdrawal:

Insufficient drawings and plans provided

Camley Street Railway Bridge Underpass

2022/1822/P - Installation of 10 panels for the display of public art from 01/06/2022. **Granted – 06/06/2022**

Railway Bridge Wall, Kentish Town Road

2022/2954/A - Display of non-illuminated poster board measuring 1.7m high x 6.2m wide on the railway bridge (Retrospective). **Refused- 07/03/2023**

Reasons for refusal:

The proposed advertisement, by reason of its size and location, would result in prominent and incongruous visual clutter which would cause harm to the character and appearance of railway bridge wall, streetscene and wider area, contrary to policies D1 (Design) and D4 (Advertisements) of the London Borough of Camden Local Plan 2017 and policy D3 of Kentish Town Neighbourhood Plan 2015.

Relevant policies

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

National Planning Policy Framework 2021

The London Plan 2021

Camden Local Plan 2017

A1 Managing the impact of development

D1 Design

D2 Heritage

D4 Advertisements

Kentish Town Neighbourhood Plan 2016

D3: Design principles

Dartmouth Park Neighbourhood Plan 2020

DC2 - Heritage Assets

DC3 - Requirements for good design

Camden Planning Guidance (CPG) 2018-2021

CPG Advertisements– paragraphs 1.1 to 1.9; and 1.30 to 1.23 (Estate Agent Boards)

CPG Design - chapters 2 (Design excellence) and 3 (Heritage)

Dartmouth Park Conservation Area Statement 2009

Assessment

1.0 Proposal

1.1 Advertisement consent is sought for the display of two timber advertising boards, measuring approx. 1.66m high and 6.2m wide on both brick walls of the railway bridge. The board on the eastern wall of the bridge has already been installed and thus retrospective consent is sought for that advert. They are both wall-mounted timber poster boards capable of accommodating 6 advert posters.

2.0 Assessment

2.1 The main planning considerations in relation to this application are as follows:

- Design
- Amenity
- Public safety

3.0 Design

3.1 Policy D1 (Design) of the Camden Local Plan 2017 states that; Good design takes account of its surroundings and preserves what is distinctive and valued about the local area. Careful consideration of the characteristics of a site, features of local distinctiveness and the wider context is needed in order to achieve high quality development which integrates into its surroundings. Policy D2 (heritage) seeks to preserve and enhance the Council's Conservation Areas by resisting inappropriate and harmful development in these areas.

3.2 Policy D4 (Advertisements) states that; Advertisements and signs should be designed to be complementary to and preserve the character of the host building and local area. The size, location, materials, details and illumination of signs must be carefully considered. The Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building.'

3.3 Policy D3 (design principles) of the Kentish Town Neighbourhood Plan (2016) states that proposals must understand the site and be well integrated into their surroundings and reinforce and enhance local character.

3.4 Policy DC2 (heritage assets) of the Dartmouth Park Neighbourhood Plan (2020) seeks to preserve or enhance the Dartmouth Park Conservation Area. Policy DC3 (requirements for good design) states that development must respond to and integrate with local surroundings and landscape context.

3.5 The Dartmouth Park Conservation Area Statement (2009) advises that the advertising hoardings under the railway bridge on Highgate Road which is adjacent to the application site are a negative feature. It also states that hoardings are not considered acceptable forms of advertising within the conservation area.

3.6 The application site is a highly prominent location and the existing board is visible in views down Highgate Road. Similarly the proposed identical board on the opposite side of the road will be equally visible. The current sheet advertising on the board bears no relevance to local community uses or businesses and the sheets appear ripped and torn as shown in the below image.



Fig.1. Image looking south down Highgate Road showing the existing board on the left and the location of the proposed board on the brick wall on the right. The Dartmouth Park Conservation Area is on the left hand side of the road.

- 3.7** The existing board appears as an incongruous feature that conflicts with the green, leafy and non-commercial character of the streetscape and conservation area. There is generally a lack of advertising within this locality except for the large hoardings under the metal railway bridge for which there is no apparent planning history. The application site consists of two historic brick walls which would be masked by the boards as demonstrated by the existing. The existing board takes up a significant amount of the wall and does not read as being subordinate to the wall. The existing advertising board creates visual clutter and detracts from the character and appearance of the streetscene and wider area.
- 3.8** The applicant refers to an application under the railway bridge on Camley Street for the installation of a hoarding for art display (see planning history section). The application was for planning permission and not for advertisement consent and specifically states that the hoarding should not be used corporate advertising and is purely for the display of local art. This application therefore cannot be considered as a precedent for advertising boards located elsewhere in the borough. The Council would not have the ability to control the advertising to ensure that it would be used for local community uses.
- 3.9** It is considered that the existing advertising board is harmful to the visual amenity of the area and to the conservation area. Therefore, the installation of an additional board opposite on the other side of the road would contribute further to this harm. Although the proposed board would not be located within the Dartmouth Park Conservation Area, it would be visible from the conservation area and would still bring harm to it.
- 3.10** Thus the existing and proposed signs are considered to be overly prominent and to create additional visual clutter and thus be detrimental to character and appearance of the railway bridge wall, streetscene and conservation area. The existing sign is identical to another poster board installed without advert consent on Kentish Town Road railway bridge and for which advert consent has recently been refused (see planning history section above).

4.0 Amenity of neighbouring residential occupiers:

- 4.1** Policy A1 (Managing the impact of development) seeks to protect the amenity of Camden's residents by ensuring the impact of development is fully considered and by only granting permission or consent for development or alterations that would not harm the amenity of communities, occupiers and neighbouring residents.
- 4.2** The existing and proposed advertising hoardings are non-illuminated and located a sufficient distance away from any neighbouring occupiers. As a result, no amenity harm is considered to result from this development.

5.0 Public Safety:

- 5.1** Policy D4 (Advertisements) of the Camden Local Plan 2017 states that Highway safety, with focus on vulnerable road users should be considered. Advertisements will not be considered acceptable where they impact upon public safety including result in glare and dazzle or distract road users because of their unusual nature, disrupt the free flow of pedestrians or endanger pedestrians.
- 5.2** The advertisements are not considered to adversely impact on pedestrian movement along the pavement as sufficient space on the pavement is maintained. Vehicular traffic is not considered to be impacted upon as the boards are non-illuminated and do not cause distraction to drivers or other road users.

6.0 Recommendation:

6.1 Refuse advertisement consent-

Reason for refusal-

The existing and proposed advertisements, by virtue of their size and location, would result in prominent and incongruous visual clutter which would cause harm to the character and appearance of railway bridge walls, streetscene and wider area, including the Dartmouth Park Conservation Area, contrary to policies D1 (Design), D2 (Heritage) and D4 (Advertisements) of the London Borough of Camden Local Plan 2017, policy D3 of Kentish Town Neighbourhood Plan 2016, and policies DC2 and DC3 of the Dartmouth Park Neighbourhood Plan 2020.

6.2 Initiate prosecution action