

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		<b>03/12/2023</b>	
		N/A		<b>Consultation Expiry Date:</b>		<b>03/12/2023</b>	
<b>Officer</b>				<b>Application Number(s)</b>			
Blythe Smith				2023/2711/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
46 Camden High Street London Camden NW1 0JH				See decision			
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>				
<b>Proposal(s)</b>							
Temporary display (for 28 days) of hand painted community mural.							
<b>Recommendation(s):</b>		Refuse Planning Permission					
<b>Application Type:</b>		Advertisement Consent					
<b>Conditions or Reasons for Refusal:</b>		Refer to Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	00	No. of responses	00	No. of objections	00
<b>Summary of consultation responses:</b>		<p>A site notice was put up on 09/11/2023 expired on the 02/12/2023 and an advert was placed in the local press on 09/11/2023 and expired on 03/12/2023.</p> <p>No objections or comments have been made from neighbours</p>					

## Site Description

The host building is at the corner of Camden High Street and Plender Street. It is a three storey building with commercial uses at ground floor.

This application relates to the flank wall. This is best appreciated when travelling along Camden High Street headed southwards.

The host property is not listed but is within the Camden Town Conservation Area and is considered to have a very prominent position within the world famous Camden Town shopping district.

## Relevant History

### Relevant Planning History:

**2014/5857/P** - Conversion and part change of use of ground floor shop unit (Class A1) to 2 units (1 x Class A1, 1 x Class A2) fronting Camden High Street and Plender Street respectively (retrospective) and alterations to shopfront. - **Granted 18-12-2014**

**2014/6537/A** - Display of 3 fascia signs - **Granted 18-12-2014**

**2010/5933/P**- Extension to existing facade of shop front (Class A1) to create an independant kiosk for use as a mini-cab office (sui generis) following the demolition of existing timber frame store. - **Refused 08-02-2011**

**2010/0605/P**- Change of use of part of the existing retail unit (Class A1) for financial and professional services (Class A2) - **Granted 30-04-2010**

**2007/6310/P** - Change of use of first and second floor from storage space for a shop (A1) to residential, and the erection of a third floor roof extension and a three storey rear extension to create 3 x 2 bedroom self-contained flats (C3). - **Granted (subject to S106) 16-10-2008**

**2006/2004/A** - Display of internally illuminated fascia surrounding sign to ATM. - **Granted 22-06-2006**

**2006/2003/P** - Installation of an automatic teller machine to shopfront. - **Granted 22.06.2006**

**8500169** - The installation of a new shop front - **Granted 13-03-1985**

## Relevant policies

**National Planning Policy Framework 2023**

**The London Plan 2021**

**Camden Local Plan 2017**

D1 Design Policy

D2 Heritage

D4 Advertisements

**Camden Planning Guidance (CPG)**

CPG Advertisements (2018)  
CPG Amenity (2021)  
CPG Design (2021)

## **Camden Town Conservation Area Appraisal and Management Strategy (2007)**

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

### **Assessment**

#### **1. Proposal**

- 1.1. Advertisement consent is sought for the display of signage to the first and second floor flank wall of 46 Camden High Street.
- 1.2. The proposed advertising space is a total area of 8.4m in width by 5.7m in height. The painted advert would be approximately 5.6m by 3.6m
- 1.3. The proposal would entail a mural advertisement being hand painted on to the flank wall. The mural will mostly be text on a yellow background with the logo/label of a company in the bottom right corner is shown in the application submission.

#### **2. Visual Amenity**

- 2.1. The CPG Advertisements states that 'Good quality advertisements respect the character and appearance of the surrounding area. As a general guide, the most satisfactory advertisements are those which take into account the character and design of properties and surroundings. All signs should serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the surrounding area.'
- 2.2. Policy D4 (Advertisements) of the Camden Local Plan 2017 states that applications for advertisements will be supported where they 'a. preserve the character and amenity of the area; and b. preserve or enhance heritage assets and conservation areas'. It states further that 'Shroud advertisements, banners, hoardings / billboards / large outdoor signboards are subject to further criteria as set out in supplementary planning document Camden Planning Guidance on advertisements'.
- 2.3. The proposed mural is considered inappropriate and unsuitable due to the size of the overall display and the prominence this would have, covering the entirety of the flank wall at first to second floors, would be unsympathetic to the surrounding area.
- 2.4. CPG Adverts (2018) outlines that large scale shroud and banner advertising would only be permissible under certain circumstances. The intention is for the display of an advert on a temporary basis, however under this proposal the installation would become a permanent feature of the street scene.
- 2.5. It is acknowledged that there is a variety of advertising in this area, particularly for those commercial properties along Camden High Street. However although there is an eclectic mixed of displays in place within proximity of the host site, the approved advertisements within the immediate vicinity all relate to the host premises upon which each advertisement is fixed. This is considered to be a significant part of the character of the surrounding area. All of the existing larger high level displays relate to businesses which are local to this street.
- 2.6. The advert shown on the proposed drawing does not specifically relate to the host site or any

local business, would be located approximately 540m away from the closest point of the Camden High Line Project and has an especially prominent view along Camden High Street. Furthermore, if approved the local planning authority would not have control over the actual image displayed and; as such would set a precedent that would make it difficult to resist similar signs for other services or products on other sites in the area that might not even be in commercial use.

### **3. Design and Heritage**

- 3.1. The application site is within the Camden Town Conservation Area, wherein the Council has a statutory duty, under section 72 of The Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended), to pay special attention to the desirability of preserving or enhancing the character or appearance of the conservation area.
- 3.2. The Local Plan policies D1 (Design) and D2 (Heritage) are aimed at achieving the highest standard of design in all developments. Policy D1 requires development to be of the highest architectural and urban design quality, which improves the function, appearance and character of the area; and Policy D2 states that the Council will preserve and where appropriate, enhance Camden's rich and diverse heritage assets and their settings, including conservation areas and listed buildings.
- 3.3. Policy D4 states that the Council will support advertisements which preserve the character and amenity of an area and preserve or enhance heritage assets and conservation areas. The policy goes on to state that: "Advertisements in conservation areas require particularly detailed consideration given the sensitivity and historic nature of these areas. Any advertisements in a conservation area must not harm the character and appearance of that area. The application site is located within the Camden Town Conservation Area, the Camden Town Conservation Area Appraisal and Management Strategy specifically cites a proliferation of signage, even of an appropriate design, could harm the character of the Conservation Area
- 3.4. Camden's conservation team have identified the advertisement would detract from the building and it's contribution to the conservation area and would add visual clutter. They have also advised that it is appreciated that Camden High Street is a busy commercial area, however this does not justify the addition of highly prominent and ad hoc advertisements that would detract from the architectural and historic qualities of the street.
- 3.5. For the above reasons, the proposed painted mural would negatively impact the character and appearance of this part of the Camden Town Conservation Area. The proposals are contrary to the Council's CPG on Advertisements, as well as against guidance on equivalent topics found in the Camden Town Conservation Area Appraisal and Management Strategy.

### **4. Transport and highways safety**

- 4.1. The size and location of the signage would be a prominent addition to the streetscape in a busy location for both pedestrian and vehicular traffic. However, given the lack of illumination, the proposed signage is not considered to have the potential to significantly distract motorists. The siting and appearance would not obstruct, impede or distract any pedestrians or motorists unduly.
- 4.2. Given the above the proposal is not considered to have a negative impact on public safety.

### **5. Conclusion**

- 5.1. On balance, the proposed development is considered to form an insensitive addition to the area, causing harm to the appearance of the highly prominent host building and the character

and appearance of the streetscene. The advertisement would detract from the appearance of the building on a temporary basis and it would represent an incongruous addition to the building which would diminish the context and character of the Camden High Street area and the Camden Town Conservation Area.

- 5.2. The proposal is therefore contrary to policies A1, D1 and D4 of the Camden Local Plan, and also contrary to CPG Advertisements and therefore the recommendation for refusal is warranted on this basis.

**6. Recommendation:**

- 6.1. Refuse Advertisement Consent