

<b>Delegated Report</b>		<b>Analysis sheet</b>	<b>Expiry Date:</b>	<b>05/09/2024</b>
		N/A	<b>Consultation Expiry Date:</b>	<b>11/07/2024</b>
<b>Officer</b>			<b>Application Numbers</b>	
Geri Gohin			2024/2888/A	
<b>Application Addresses</b>			<b>Drawing Numbers</b>	
48 Chalk Farm Road, NW1 8AJ			See decision notice	
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>	
<b>Proposal</b>				
Display of hand-painted advertisements (HPA) on side elevation.				
<b>Recommendation(s):</b>		Refuse Advertisement Consent		
<b>Application Type:</b>		Advertisement Consent		
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice		
<b>Informatives:</b>				
<b>Site Description</b>				
48 Chalk Farm Road consists of a two storey property located on the east side of the junction between Chalk Farm Road and Ferdinand Street which is in use as a bar, and a two-storey property located to the rear along Ferdinand Street which has a large flank wall. It is located within the Camden Town Town Centre Area.				
<b>Relevant History</b>				
<u>Application Site:</u>				
<u>48 Chalk Farm Road:</u>				
<b>AE9900794</b> - Display of an internally illuminated fascia sign with letters measuring 750mm in height on the Chalk Farm Road and Ferdinand Street frontages; painted sign at first floor level flank wall on Ferdinand Street. <b>Part Approve/Part Refuse - 23/11/1999.</b>				
Consent granted for three fascia signs.				

Consent refused for wall painted sign. Reason for refusal:

*The proposed advertisement is considered to be unacceptable in that it is contrary to policy UD34 of the Borough Plan, EN64 of the Unitary Development Plan. More particularly the proposed painted flank wall sign would be detrimental to the visual amenities of the area and would detract from the architectural integrity and appearance of the building.*

Other relevant sites:

226 Camden High Street:

**2022/0963/A** - Display of hand painted mural advert on brick flank wall. **Refused - 15/08/2022.**

Reasons for refusal:

*The proposed advertisement, by reason of its size, scale and prominence in the streetscene, would result in an inappropriate and visually dominant addition which would cause harm to the character and appearance of the host building and streetscene, contrary to policies A1 (Managing the impacts of development), D1 (Design) and D4 (Advertisements) of the London Borough of Camden Local Plan 2017.*

**Appeal Dismissed - 03/03/2023**

Reasons for dismissal of appeal:

*The prominent display of advertisement that would not relate to the premises to which it would be associated would not reflect the key characteristics of the local area. Whilst not determinative in reaching this conclusion, I have taken into account the aims of Policy A1 of the Camden Local Plan 2017 which seeks, amongst other things to protect amenity, Policy D1 which requires development to respect local context and character, and Policy D4 which requires advertisements to preserve or enhance the character of their setting and host building*

## **Relevant Policies**

**National Planning Policy Framework 2023**

**The London Plan 2021**

**Camden Local Plan 2017**

Policy A1 Managing the impact of development

Policy D1 Design

Policy D4 Advertisements

**Camden Planning Guidance (CPG)**

CPG Advertisements (March 2018)

CPG Design (January 2021)

CPG Amenity (January 2021)

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

## **Assessment**

### **1. Proposal**

1.1. Advertisement consent is sought for the display of hand painted advertisements (HPA) on the large flank wall of the side elevation. The advertising would consist of logos, branding, recognisable lettering and other marketing material designed to promote a specific organisation or business. The advertisements would be painted onto the brick wall side elevation (please see image 1).



Image 1. Side Elevation. Taken August 2024.

## 2. Assessment

2.1. The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to consider amenity and public safety matters in determining advertisement consent applications.

2.2. Therefore, the principal considerations material to the determination of this application are:

- Visual amenity – the design and impact of the proposal on the character and appearance of the wider locality and streetscene; and on neighbouring amenity (in so far as the Town and Country Planning (Control of Advertisements) Regulations 2007 allow consideration in this regard); and
- Transport and public safety – the impact of the proposal on highway, pedestrian and cyclist's safety

## 3. Visual Amenity

3.1. Local Plan policy D1 (Design) states that the Council will seek to secure high quality design in development. The Council will require that development respects local context and character.

3.2. Policy D4 Advertisements of the Camden Local Plan 2017 requires advertisements to respect

the form, fabric, design and scale or their setting and host building and be of the highest standard of design, material and detail. The policy outlines the Council will support advertisements that preserve the character and amenity of the area. Advertisements will be resisted where they: contribute to an unsightly proliferation of signage in the area; contribute to street clutter in the public realm; cause light pollution to nearby residential properties or wildlife habitats; have flashing illuminated elements; or impact upon public safety.

- 3.3. CPG (Advertisements) also states that advertisements and signs should respect the form, fabric, design and scale of the host building and setting. All signs should serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area and should alter the external fabric of the host building as little as possible.
- 3.4. The character of Camden Town is derived from the eclectic mix of shopfronts and painted murals which are a common feature on the upper floors of the buildings along Camden High Street and Chalk Farm Road. These murals largely consist of paintings that relate to the retail use at lower floors. This has been established at appeal under ref. 2022/0963/A (please see planning history section). An example of this can be seen at no 253 Camden High Street, where the paintings depict the type of the food that is sold at the ground floor premises (please see image 2).



Image 2. No. 253 Camden High Street

Such paintings contribute to the distinctive character of Camden Town and do not contain logos, recognisable lettering or other branding. However, they are paintings incidental to the ground floor use and as a result are perceived as part of the vibrant character of the area, with a national and international identity, and are not perceived as separate commercial advertising.

- 3.5. The proposed hand painted advertisements however, consist of logos and branding that do not relate to the host property on which they are located and of no relevance to the ground floor retail use. Instead of being seen as part of Camden Town's strong character of street art and vibrant shops and town centre uses, the advertisements would appear as commercial and overly dominant to both the host property and wider streetscape. This would result in an overly commercial and corporate feature that would be completely unsympathetic to the character and identity of Chalk Farm Road and the wider Camden Town area. Furthermore, the application site is a prominent location and the advertisements would be highly visible in longer views down Chalk Farm Road and Ferdinand Street.
- 3.6. Granting consent for formal advertising on the side elevation of the property would set an unwanted precedent that would result in a proliferation of prominent commercial and corporate advertising that would erode the unique and special character of Camden Town, thus significantly harming the visual amenity of the locality contrary to policy D1 and D4.
- 3.7. In addition, the Council would not have control over the actual images displayed and as such it is not considered acceptable as a commercial advertising space.

#### Residential Amenity:

- 3.8. Policy A1 (Managing the impact of development) and Camden Planning Guidance (Amenity) seek to protect the amenity of Camden's residents by only granting consent for proposals that would not harm the amenity of communities, occupiers and neighbouring residents in terms of noise and vibration levels. This is supported by Camden Planning Guidance (Amenity) that requires the potential impact on the amenity of neighbouring properties to be fully considered.
- 3.9. The proposed advertising would be non-illuminated and would have no projection from the elevation. Therefore, they are not considered to harm the amenity of nearby occupiers.

#### **4. Transport and Public Safety**

- 4.1. Policy D4 states that 'Advertisements will not be considered acceptable where they impact upon public safety, including when they: obstruct or impair sight lines to road users at junctions and corners; reduce the effectiveness of a traffic sign or signal; result in glare and dazzle or distract road users; distract road users because of their unusual nature; disrupt the free flow of pedestrian movement; or endanger pedestrians forcing them to step on to the road.'
- 4.2. Policy A1 (Managing the impact of development) requires development proposals to avoid disruption to the highway network, its function, causing harm to highway safety, hindering pedestrian movement and unnecessary clutter as well as addressing the needs of vulnerable users.
- 4.3. The proposed hand painted advertisements would be non-illuminated with no projection, and therefore, due to their nature would not be distracting to road and pavement users.
- 4.4. The proposal therefore is not considered to be harmful to either pedestrian or vehicular traffic and does not raise any public safety concerns.

## **5. Recommendations**

**5.1.** The proposed hand painted advertising displays, by reason of their size, scale, design and location, would appear as intrusive overly commercial features that would harm the character and visual amenity of the street setting and locality. The displays are considered to be an unsympathetic and unacceptable form of development that would be detrimental to the special identity, character and appearance of the Camden Town streetscape, harming the amenity of the area contrary to policies D1 (Design) and D4 (Advertisements) of the Camden Local Plan 2017.

**5.2.** It is recommended that advertisement consent is refused for the above reason.