

Delegated Report

Expiry Date:

04/11/2013

Officer

Gideon Whittingham

Application Number(s)

2013/4944/A

Application Address

115 Wellesley Road
London
NW5 4PA

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Display of hoarding boards

Consultations

Summary of consultation responses:

No responses have been received

Site Description

The site comprises two parcels of land which are adjacent to one another within Gospel Oak. The first, the District Housing Office (DHO) site, is bounded by the mainline railway line to the north (set within a deep cutting), the junction of Vicar's Road and Grafton Road to the east, Vicar's Road to the south-east and Wellesley Road to the south-west. The existing site comprises the three-storey Gospel Oak DHO building (utilised by Housing and Adult Social Care staff of Camden Council) and associated 113a Wellesley Road, hardstanding and portacabins, a community hall to the north of the DHO building (used by Bacton Low Rise Tenants Residents' Association and Wendling Estate) and 16 workshop units (Class B1c) at 2-16 Vicar's Road within a two storey building. Vicar's Road includes a row of four mature London plane trees adjacent to the highway at this point.

Surrounding the DHO site to the north, beyond the railway cutting, are residential properties (Barrington Court and Barrington Close being the closest, beyond which is Lamble Street, Julia Street, Oak Village and Elaine Grove) and Lismore Circus (a designated public open space and London Square). To the east is the junction of Grafton Road and Vicar's Road, with Grafton Road at this point extending over the rail line. To the south are further residential properties along both sides of Vicar's Road (a combination of Victorian properties, blocks of residential flats and the vicarage building on the junction of Vicar's Road and Wellesley Road), the Grade II former St Martin's Church Hall (now a French School) and the Grade I listed St Martin's Church. To the west of the DHO site is the 22 storey Bacton Tower residential block of flats (No's 1-120 Bacton) and the existing Bacton Low Rise properties (No's 121-219 Bacton).

The Bacton Low Rise (BLR) site is bounded by Wellesley Road to the east and south, Haverstock Road to the west and Bacton Tower to the north. The site contains 99 existing residential units, predominantly within blocks of four storeys and built in the 1960s, together with associated landscaping, parking (including garages) and hardstanding. There are 8 blocks in total of (mainly) 2 and 3 bedroom maisonettes accessed from a deck set above garages lining the street frontage.

The site is neither listed nor located within a conservation area.

Relevant History

Land bounded by Haverstock Road, Wellesley Road and Vicar's Road including Nos 121-211 Bacton

Low Rise Estate, 113a,115 and 117 Wellesley Road and 2-16 Vicar's Road

2012/6338/P (Granted - 25/04/2013) - Redevelopment of Bacton Low Rise Estate, Gospel Oak District Housing Office and Vicar's Road workshops following the demolition of all existing buildings (99 Class C3 residential units Nos. 121-219 Bacton Low Rise; Class B1 offices at 115 Wellesley Road; Class B1 workshops at 2-16 Vicar's Road), to provide within buildings ranging from 2-8 storeys in height a total of 290 Class C3 residential units, comprising 176 market, 10 intermediate and 104 social rent units, 3 employment units (Class B1), new and altered public realm, landscaping, vehicular and pedestrian links/accesses, vehicular and cycle parking, bin storage and associated works.

Relevant policies

National and Regional Policy

National Planning Policy Framework 2012
London Plan 2011

LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth
CS14 – Promoting high quality places and conserving our heritage
DP24 – Securing high quality design
DP25 – Conserving Camden's Heritage
DP26 – Managing the impact of development on occupiers and neighbours

Town and Country Planning (Control of Advertisements) (England) Regulations 2007
Camden Planning Guidance 2011 (as amended)

Assessment

1. Proposal

1.1 The application proposes:

- The installation of 18 x 1 hoarding signs (Dimensions: 1.2m height x 2.5m width) on the Wellesley Road elevation (9 x 1 signs) and Vicar's Road (9 x 1 signs).

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

1.2 The proposed hoardings relate to construction works of permission granted in 2013 (2012/6338/P)

2. Amenity

2.1 The sign does not obscure any architectural features of the building and are considered acceptable in terms of proportions and design.

2.2 It is not considered that the sign would be unduly obtrusive in the street scene or disturb residents or occupiers.

3. Public Safety

3.1 The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

Recommendation: The proposed advert is in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.