

Delegated Report			Expiry Date:	19/05/2010
Officer		Application Number(s)		
Sally Shepherd		2013/3382/A		
Application Address		Application Type:		
The Field Lane 16 Vine Hill London EC1R 5EA		Advertisement Consent		
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):	
			Refuse Advertisement Consent	
Proposal(s)				
Display of 1x non-illuminated banner sign on front elevation at first floor level				
Consultations				
Summary of consultation responses:		N/A		
Site Description				
The application site comprises a four storey property and is of the same design as the adjacent property no. 18 Vine Hill. The building lies in the Hatton Garden Conservation Area and is identified as making a positive contribution to the character and appearance of the Conservation Area. Planning permission was granted in 2011 to change the use of the building from offices to residential.				
Relevant History				
2011/2676/P - Additions and alterations in association with the change of use from offices (Class B1) to residential use (Class C3) to provide four residential units (1 x 1-bed, 2 x 2-bed, 1 X 3-bed), including erection of three storey rear extension, roof extensions, creation of terrace and balconies at rear, new windows in rear elevation and alterations to existing windows (<i>Granted: 11/11/2011</i>).				
Relevant policies				
LDF Core Strategy and Development Policies				
Core Strategy:				
CS14 (Promoting high quality places and conserving our heritage)				
Development Policies:				
DP24 (Securing high quality design)				
DP25 (Conserving Camden's heritage)				
DP26 (Managing the impact of development on occupiers and neighbours)				
Camden Planning Guidance 2011:				
CPG 1 (Design)				
CPG 6 (Amenity)				
Hatton Garden conservation area appraisal and management strategy 2000				
Town and Country Planning (Control of Advertisements) (England) Regulations 2007				
Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough				

Assessment

Proposal

The application relates to the display of one non-illuminated pvc banner at first floor level on the front elevation of the property. The advert would be displayed for one year to advertise the sale of the apartments. The advert would measure 4m (h) x 1m (w) and will be 3.47m above ground level. The proposal would be fixed to the building with metal brackets.

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.

Amenity

Camden Planning Guidance states that advertisements will usually only be acceptable at a height no greater than fascia level as high level adverts can appear visually obtrusive and unattractive. The Hatton Garden conservation area appraisal and management strategy states that signage should not normally be above ground floor level. The advert would be above ground floor level and would be visible from junction of Vine Hill and Clerkenwell Road.

It is considered that the size and siting of the proposal would be such that it would be unduly dominant, and cannot be considered as an appropriate feature to this elevation. The building has an attractive front elevation and the proposed signage is considered to obscure the architectural features of the building. It is considered that the proposal would fail to preserve or enhance the character and appearance of the Hatton Garden Conservation Area and would therefore not comply with policy DP25.

Public Safety

The advert raises no public safety concerns

Recommendation: Refuse Advertisement Consent