

Delegated Report		Analysis sheet	Expiry Date:	23/07/2013
		N/A / attached	Consultation Expiry Date:	04/07/2013
Officer			Application Number(s)	
Victoria Pound			1. 2013/2946/L 2. 2013/2947/A	
Application Address			Drawing Numbers	
1A Camden High Street London NW1 7JE			See decision letter.	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
Installation of 3x externally illuminated timber framed poster boxes (measuring 1570mm x 1050mm) to side (Crowndale Road) elevation at ground floor level.				
Recommendation(s):		1. Grant listed building consent 2. Grant advertisement consent.		
Application Type:		1. Listed Building Consent 2. Advertisement consent.		

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	00	No. of responses	00	No. of objections	00
			No. electronic	00		
Summary of consultation responses:	<p>Press and site notices displayed.</p> <p>One response received from Camden Town CAAC – Do not object to the poster boxes on the Crowndale Road elevation but do object to those within the canted niches on the front elevation.</p> <p><i>Officer's response: the poster boxes within the arched recesses on the front elevation have now been removed from the application.</i></p> <p>English Heritage – flexible authorisation granted.</p>					
CAAC/Local groups* comments: *Please Specify	N/a					

Site Description

Grade II listed former theatre, now a nightclub and music venue. Dating from 1900-01 by WGR Sprague with internal decoration by Waring & Gillow. Stuccoed front elevation (ground floor now painted black) in Baroque pastiche style, over 4 storeys.

The building is within the Camden Town Conservation Area.

Relevant History

Various; none directly relevant to this application.

Relevant policies

LDF Core Strategy and Development Policies

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

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

Assessment

Listed building consent and advertisement consent are sought for the display of 3 x externally-illuminated poster display cases, to the side (Crowndale Road) elevation of the building, at ground floor level. The display cases are intended to provide information about forthcoming events at the site, which is now used as a music venue. There are considered to be three main issues: impact upon the special interest of the listed building, advertisement consent considerations (amenity and public safety), and planning enforcement matters.

A number of internally illuminated display cases have already been installed, which are considered to be harmful to the special interest of the building. Planning enforcement action has been undertaken to seek their removal, and these applications originally sought consent to regularise (retain / relocate) 6 display cases. However, the display cases as installed are considered to be inappropriately designed and poorly sited in relation to the architecture of the building at this level, particularly those which are positioned within the recessed decorative arches on the splayed sections of the front elevation.

A revised proposal has been submitted during the course of the application which now seeks to install only 3, externally-illuminated display cases, which will be located on the side elevation only.

On the Crowndale Road elevation, the display case which was proposed to be positioned adjacent to the front elevation was considered to be uncomfortably close to the main elevation when viewed from the south, and to create visual clutter. This has been omitted. Another display case which was proposed to be located adjacent to the loading bay has been moved further towards the centre of the Crowndale Road elevation, on the main body of the building, where it is considered to relate better to the function of the building.

Internal illumination was originally proposed but this is contrary to local policy and to adopted design guidance, and was considered to detract from the architecture of the building, harming its appearance and special interest. External illumination is now proposed in the form of slim cowl lights, which will ensure that the posters are visible without detracting from the appearance of the building.

Advertisement consent considerations:

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 - The sign does not obscure any architectural features of the building and are considered acceptable in terms of proportions and design. It is not considered that the signage would be unduly obtrusive in the street scene nor disturb adjacent residents or occupiers.

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

The position, scale and detailed design of the 3 poster boxes is now considered to be acceptable in listed building and advertisement consent terms. The revised proposal is considered to meet the relevant local and national policies and guidance, and **approval of listed building consent and advertisement consent** is therefore recommended, subject to enforcement action to remove the existing display cases.

Enforcement matters

It is considered that the existing display cases should be removed forthwith due to their harmful visual impact, and as such it is recommended that enforcement action be pursued if they are not removed within one month of the date of these consents.

RECOMMENDATION: That the Head of Legal Services be instructed to issue a Listed Building Enforcement Notice under Section 38 of the Planning (Listed Building and Conservation Areas) Act 1990 as amended, to remove the 6 no. internally-illuminated poster cases which are displayed on the front (Camden High Street) elevation within the recessed arches, and on the side (Crowndale Road) elevation and make good any damage in materials and methodology to match the existing, and to pursue any legal action necessary to secure compliance and officers be authorised in the event of non-compliance, to prosecute under Section 43 and/or appropriate power and/or take direct action under Section 42 respectively, in order to secure the cessation of the breach of planning control.

The Notice shall allege the following breach of planning control:

The unauthorised installation of 6 no. internally-illuminated poster cases on the front (Camden High Street) elevation within the recessed arches, and on the side (Crowndale Road) elevation.

PERIOD OF COMPLIANCE AND STEPS REQUIRED

The Notice shall require that within a period of **1 month** of the Notice taking effect;

- 1) The removal of the 6 no. unauthorised internally-illuminated poster display cases on the front (Camden High Street) elevation (within the recessed arches), and on the side (Crowndale Road) elevation;
- 2) Make good any damage to the listed building in materials and methodology to match the existing.

REASONS WHY THE COUNCIL CONSIDER IT EXPEDIENT TO ISSUE THE NOTICE.

The unauthorised poster display cases by virtue of their design, materials, method of illumination, number and location are harmful to the special historic and architectural interest of the listed building. They are therefore contrary to London Borough of Camden core strategy policies CS14 Promoting high quality places and conserving our heritage and development policies DP24 Securing High Quality Design and DP25 Conserving Camden's Heritage of the Local Development Framework 2010.