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| Delegated Report Advertisement Consent | 1 st Signature | | 2 nd Signature (Refusal) | | Expiry Date: | 10/04/2013 |
| Officer | | | Application Number(s) | | | |
| David Peres Da Costa | | | 2013/0142/A | | | |
| Application Address | | | Recommendation | | | |
| 62 Hampstead Road London NW1 2NU | | | Refuse advertisement consent | | | |
| Proposal(s) | | | | | | |
| Display of 1 x internally illuminated LED poster panel on Drummond Street elevation of existing building. | | | | | | |
| Site Description | | | | | | |
| The site is a 4 storey building on the corner of Hampstead Road and Drummond Street. The ground floor of the building has shopfronts on both elevations with residential above. The site is not in a conservation area, nor is it a listed building. The site falls within the Drummond Street Neighbourhood Centre. | | | | | | |
| Relevant History | | | | | | |
| <u>Enforcement History</u> EN08/0743: Large hoarding (48 sheet) on flank wall overlooking Drummond Street at first floor level. Case closed 04/05/2012 as breach had ceased. | | | | | | |
| Relevant policies | | | | | | |
| 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) CPG1 Design Chpt 8 (paras. 8.6 and 8.7) NPPF 2012 London Plan 2011 | | | | | | |

Assessment

Proposal: Consent is sought for the display of LED display panel measuring 3m x 2m at first floor level on the Drummond Street elevation of the host property. The panel would have a depth of 0.25m.

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 Council provides specific guidance on advertisements, signs and hoardings in Camden Planning Guidance CPG1 Design. 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. Generally advertisements will only be acceptable at fascia level or below. Advertisements above fascia level can appear visually obtrusive and unattractive and, where illuminated, they can cause light pollution to neighbouring residential properties.

Drummond Street Neighbourhood Centre is characterised by shopfronts at ground floor level with residential flats above. It is noted as an area of Indian shops and restaurants. The flank wall where the proposed sign would be located has the remnants of a painted sign for Mystic Maze. It is unclear when this sign dates from. Whilst it is accepted that the flank wall of the property has no architectural details above the ground floor retail unit, the introduction of an LED panel at first floor level would represent an unwelcome, visually obtrusive and unattractive addition to the streetscene thus having a detrimental impact on the host property.

Public Safety: The proposed sign raises no public safety concerns.

Additional Info: Camden Council is currently running a hoarding removal initiative throughout the borough. It is focusing its efforts initially on removing hoardings on major routes and hoardings located within conservation areas. The Council is seeking to ensure that the design and siting of advertisements positively contribute to the appearance of the area. All adverts affect the appearance of an area and, where they are displayed, they should respect buildings and the surrounding context.

Recommendation:

The LED display panel; by reason of its size, prominent location at first floor level and internal illumination would have a detrimental impact on the visual amenity of the host property and the surrounding area, contrary to policy CS14 (Promoting High Quality Places and Conserving Our Heritage) and DP24 (Securing High Quality Design). Refuse advertisement consent.