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Dear Mr Hutt,

Planning Appeal by Mr D Tanner
Site at: News Kiosk on Pavement, Outside 6 Parkway, London, NW1 7AA

Appeal against refusal of advertisement consent for the display of a non-illuminated billboard poster on rear of existing newspaper kiosk, on pavement outside the Parkway elevation of Royal Bank of Scotland.

The Council's case for this appeal is largely set out in the officer's delegated report dated 06/02/2013. This details the site and surroundings, the site history and a consideration of the main issue: visual amenity. A copy of the report was sent with the questionnaire.

In addition to the information sent with the questionnaire I would be pleased if the Inspector could take into account the following information and comments, including photographs with annotated location plan, before deciding the appeal.

Summary of issues

The appeal site is located within the Camden Town Conservation Area. The site is a newspaper kiosk located on a section of pavement on the north side of Parkway close to the junction with Camden High Street. This is a busy road junction (Britannia Junction) where a number of 'A' roads intersect. This area forms an important gateway into Camden Town.

The Council seeks to ensure that a proliferation of signage does not harm the character of the conservation area. The proposed large billboard (2.3m wide by 1m high), prominently located on the rear of the kiosk, is considered to add visual clutter to the streetscape. Given this, the billboard would be considered to detract from the conservation area's character and appearance and this important gateway into Camden Town. It would undermine efforts to make the area more attractive for pedestrians.

Status of Policies and Guidance

The London Borough of Camden Local Development Framework was formally adopted on the 8th November 2010. The policies of relevance to the appeal scheme as expressed in the reasons for refusal are: CS14, DP24, and DP25 (The full text of the relevant policies was sent with the questionnaire documents).

The Council also refers to supporting guidance documents: The Camden Planning Guidance has been subject to public consultation and was approved by the Council in December 2011. The Camden Town Conservation Area Statement was adopted in October 2007.

With reference to the National Planning Policy Framework 2012, policies and guidance contained within Camden's LDF 2010 are up to date and fully accord with paragraphs 214 – 216 (Annex 1) of the NPPF and should therefore be given full weight in the decision of this appeal. The National Planning Policy Framework was adopted in April 2012 and states that development should be refused if the proposed development conflicts with the local plan unless other material considerations indicate otherwise. There are no material differences between the Council's policies and the NPPF in relation to this appeal.

Comment on the Appellant's Ground of Appeal

The appellant grounds of appeal are brief and can be summarised as follows. The poster panel accords with the advice in Circular 03/2007; is situated in an appropriate location for signage; respects the adjacent buildings and surroundings; reflects the commerciality of its location; would not be overwhelming on pedestrians; and will not contribute to clutter or an excess of signage in the area. The Council does not accept these assertions and the full assessment is set out in the delegated report.

It should be noted that the pavement on which the kiosk stands has recently been widened as part of a LB Camden and Transport for London junction improvement project. One of the issues identified by the project was that '*The pavements are cluttered with unnecessary street furniture. This narrows the pavement and contributes towards making the area unattractive to pedestrians, providing a poor gateway into Camden Town.*' The large, prominently located, billboard would add visual clutter to the streetscape, detract from the character and appearance of the conservation area and undermine efforts to make the area more attractive for pedestrians.

It should also be noted that Camden Council is currently running a hoarding removal initiative throughout the borough. It is focusing its efforts initially on removing hoardings on 1. major routes and 2. hoardings located within conservation areas. The billboard is considered to fall into the first category: hoardings located on a major route. The Council always seeks to ensure that the design and siting of advertisements positively contribute to the appearance of an area.

Other Matters

On the basis of information available and having regard to the entirety of the Council's submissions, including the content of this letter, the Inspector is respectfully requested to dismiss the appeal. No conditions are suggested should the inspector be minded to grant the appeal.

If any further clarification of the appeal submissions is required please do not hesitate to contact David Peres da Costa on the above direct dial number or email address.

Yours sincerely

David Peres da Costa
Planning officer
Culture and Environment Directorate