

<b>Delegated Report</b>			<b>Expiry Date:</b>	02/11/2012
<b>Officer</b>			<b>Application Number(s)</b>	
Carlos Martin			2012/4473/A	
<b>Application Address</b>			<b>Application Type:</b>	
4 Inverness Street London NW1 7HJ			Advertisement Consent	
<b>1<sup>st</sup> Signature</b>	<b>2<sup>nd</sup> Signature (If refusal)</b>	<b>Conservation</b>	<b>Recommendation(s):</b>	
			Part grant/ part refuse & Council to exercise its powers under section 10 and section 11 of the London Local Authorities Act 1995	
<b>Proposal(s)</b>				
Retention of two non-illuminated fascia signs, one internally illuminated hanging sign and two externally-illuminated mural adverts to the side and front elevations.				
<b>Consultations</b>				
<b>Summary of consultation responses:</b>		N/A		
<b>Site Description</b>				
The application site relates to a three-storey mid-terrace property located on the north side of Inverness Road. The site is not listed and does not form part of any conservation area.				
The ground floor premises are occupied by an A3/A4 business to which the application's adverts relate. The upper floors are in residential use according to Council records.				
<b>Relevant History</b>				
<p><b>9480022:</b> Consent <b>refused</b> for the display of a projecting hanging sign at first floor level, a painted board sign at parapet level and an externally lit painted board on the flank elevation at second floor level. 08/12/1994</p> <p><i>Reasons for refusal: The signs are considered to be detrimental to the amenity of the area by virtue of the combined impact of the signs on the building; their size, number and location, is considered to add visual clutter to the streetscene.</i></p> <p><b>EN12/0710:</b> Ongoing enforcement case regarding an advert mural on flank wall of building.</p>				
<b>Relevant policies</b>				
<p><b>LDF Core Strategy and Development Policies</b></p> <p>CS5 Managing the impact of growth</p> <p>CS14 Promoting high quality places and conserving our heritage</p> <p>DP24 Securing high quality design</p> <p>DP26 Managing the impact of development on occupiers and neighbour</p> <p><b>Camden Planning Guidance 2011</b></p> <p>CPG 1 (design) – section 7 (Advertisement, signs and hoardings)</p> <p><b>Town and Country Planning (Control of Advertisements) (England) Regulations 2007</b></p> <p><b>NPPF</b></p> <p><b>The London Plan</b></p>				

## Assessment

### Proposal

The application relates to (refer to drawings for signs dimensions):-

- 1x non illuminated fascia sign;
- 1x non illuminated white sign written logo on front elevation at ground floor level;
- 1x internally illuminated projecting sign on front elevation at first floor level;
- 1x mural text mural on front elevation at first and second floor levels; and
- 1x mural sign on flank wall at first and second floor levels.

The two mural signs are not shown as illuminated in the submitted drawings. However at the time of the site visit spot lights on both the front and side elevations were illuminating these adverts.

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.

### Impact on amenity and public safety

Camden Planning Guidance states that generally advertisements will only be acceptable at a height no greater than fascia level. Advertisements above this level can appear obtrusive and unattractive.

In this case, the effect of the projecting sign and front mural sign would be to partially obscure the upper storey windows. The signs above ground floor level also result in advertisement material outside the commercial frontage, are unduly prominent due to their size and location and further add to visual clutter to the detriment of the appearance of the building and the streetscene.

The mural signs partly obscure and harm the attractiveness of the building and materially reduce the contribution it makes on the streetscene. Moreover, the projecting sign and murals proposed on the front and side elevations, when considered together with the existing main shop sign, result in a building dominated by advertising, in contrast with the much more restrained, typical High Street type advertising on most other nearby shops.

While the upper floors of most other nearby shops are predominantly without advertising and also retain much of their original character, there are a number of properties which have existing signs above ground floor level. Their presence is incongruous and has an adverse visual impact. These signs do not serve as a precedent as they do not appear to have been granted consent according to Council's records. Furthermore, current planning policies seek to ensure that new signage is appropriately located on buildings.

It is considered that the size and siting of the signs above ground floor level would be such that it would be unduly dominant, and cannot be considered an appropriate/integral feature on these prominent elevations. These signs would appear out of scale with the building and its surroundings, as they are a large arbitrary addition that fails to integrate with the buildings design. The proposed adverts above ground floor level are contrary to policies CS14, and DP24 of the Local Development Framework and therefore are recommended for refusal.

No objections are raised to the signs at ground floor level, which are considered to be appropriate in terms of size, design and location.

The signs are not considered to have any detrimental impact on public safety or vehicular and pedestrian traffic.

Whilst this application seeks permission for the murals on the front and side elevation to be non-illuminated during the case officers site visit the mural were illuminated by spot lights. The illumination of this advertisement is considered to result in light pollution which harms the amenity of the occupiers of the residential unit at upper floor levels of the application site.

**Recommendation:**

1. Grant advertisement consent for the fascia and front elevation ground floor level sign;
2. Refuse advertisement consent for the mural signs and the illuminated projecting sign; and
3. Serve a Section 10 and Section 11 Notice

The Notice shall allege the following breach of planning control:

- Externally illuminated murals on front and side elevation of building at first and second floor level.

The Notice shall require that within a period of 21 days of the Notice taking effect the advertisement murals and projecting sign and all associated fixings shall be removed.

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

The advertisement murals, by reason of their size, location and method of illumination are considered to be harmful to the appearance of the host building and the surrounding area generally. Furthermore, the illumination of the mural on the front elevation is considered to result in light pollution which harms the amenity of the occupiers of the residential unit at upper floor levels of the application site. This is contrary to policies CS5 (Managing the impact of growth), CS14 (Promoting High quality places and conserving our heritage), DP24 (Securing high quality design) and DP26 (Managing the impact of development on occupiers and neighbours) of the Local Development Framework Core Strategy and Development Policies.

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