

Delegated Report

Expiry Date:

09/10/2012

Officer

Rachel Miller

Application Number(s)

2012/4226/A

Application Address

21 - 23 Earlham Street
London
WC2H 9LL

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Display of a non-illuminated hoarding to the Mercer Street, Seven Dials and Earlham Street elevations at ground floor level for a temporary period until 1st December 2012.

Consultations

Summary of consultation responses:

n/a

Site Description

The application site is located on the corner of Earlham Street and Mercer Street. The site is located on the ground floor of Earlham House on the western corner facing the Seven Dial monument. It is currently used as a shop and is situated within the Covent Garden (Seven Dials) Conservation Area.

Relevant History

2004/0991/A – Refusal of advertisement consent for an internally illuminated hoarding.

Officers considered that the proposal was unacceptable by virtue of its size, scale and method of illumination as it would distort the scale of the building and of that part of the conservation area and produce an intrusive lighting pattern which would detract from the visual amenity of that part of the conservation area.

2012/5016/A - The display of 3 internally illuminated fascia signs and 2 internally illuminated projecting signs above existing shopfront at ground floor street elevations. Current application under consideration.

2012/5017/P - Alterations to shopfront, including replacement of existing glazing and surface finishes on all elevations, and new entrance to existing retail unit (Class A1). Current application under consideration.

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

London Plan 2011

NPPF 2012

Assessment

Proposal

The application relates to a hoarding with advertisement to be erected on the corner of Mercer Street and Earlham Street on the Seven Dials junction at ground floor level for a temporary period until 1st December 2012.

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 advertisement obscures architectural features of the building however is for a temporary period only during the construction of a new shopfront. The hoarding would protect pedestrians from the construction works on the building (sought by application ref 2012/5017/A which is currently under consideration – see relevant history).

The hoarding would be non-illuminated and therefore it is considered that the sign would not be unduly obtrusive in the street scene or disturb residents or occupiers given the limited period proposed. A condition would specify the hoarding with advertisement (shown to be promoting the future occupier of the unit) will only be displayed until 1st December 2012. The permanent display would be contrary to the requirements of the LDF Design / conservation policies; hence the proposed condition.

Public Safety

The hoarding would encroach onto the pavement by 1metre. There would be approximately 1metre of pavement for pedestrians to use to get around the construction site. The applicant will need to apply to highways for a licence to use the public highway. Therefore the application will not be refused on this basis but an informative will be added to the decision notice to specify this. The location of the signage is considered to not be harmful to vehicle traffic.

Recommendation:

The proposed advert is in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.

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