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| <b>Delegated Report</b>                                                                                                                                 |                            | <b>Analysis sheet</b>                                                        | <b>Expiry Date:</b>                                                       | <b>23/08/2012</b> |
|                                                                                                                                                         |                            | N/A / attached                                                               | <b>Consultation Expiry Date:</b>                                          | N/A               |
| <b>Officer</b>                                                                                                                                          |                            |                                                                              | <b>Application Number(s)</b>                                              |                   |
| Richard Black                                                                                                                                           |                            |                                                                              | 2012/3389/A                                                               |                   |
| <b>Application Address</b>                                                                                                                              |                            |                                                                              | <b>Drawing Numbers</b>                                                    |                   |
| 174 Camden High Street<br>London<br>NW1 0NE                                                                                                             |                            |                                                                              | Site Location Plan; Drawing No(s) (Prefix WE) 01, 09, 07, 05, 04, 03, 02, |                   |
| <b>PO 3/4</b>                                                                                                                                           | <b>Area Team Signature</b> | <b>C&amp;UD</b>                                                              | <b>Authorised Officer Signature</b>                                       |                   |
|                                                                                                                                                         |                            |                                                                              |                                                                           |                   |
| <b>Proposal(s)</b>                                                                                                                                      |                            |                                                                              |                                                                           |                   |
| Display of advertisement shroud on scaffolding from first to second floor on west elevation for a 5 month period from 2 July 2012 and 30 November 2012. |                            |                                                                              |                                                                           |                   |
| <b>Recommendation(s):</b>                                                                                                                               |                            | Refuse advertisement consent and refer to the matter to the Enforcement Team |                                                                           |                   |
| <b>Application Type:</b>                                                                                                                                |                            | Advertisement Consent                                                        |                                                                           |                   |

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| Conditions or Reasons for Refusal:                                | <b>Refer to Draft Decision Notice</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |           |                  |           |                   |           |
| Informatives:                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |           |                  |           |                   |           |
| <b>Consultations</b>                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |           |                  |           |                   |           |
| Adjoining Occupiers:                                              | No. notified                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>00</b> | No. of responses | <b>00</b> | No. of objections | <b>01</b> |
| Summary of consultation responses:                                | <p>No requirement for a site notice or press notice.</p> <p>Councillor Naylor strongly <b>objects</b> to the advertisement.</p> <p><b><u>Transport for London</u></b><br/> With regard to the application, TfL have the following comments:</p> <ul style="list-style-type: none"> <li>• TfL had previously objected to a similar application because of concerns over the relative position of the illumination of the advert and the traffic signals for vehicles approaching the adjacent junction from Parkway. A subsequent application changed the type and location of the illumination so that it was illuminated from the top of the shroud only. This removed the illumination from the area of concern for TfL. The documents submitted do not show where the illumination would be placed relative to the shroud, but provided that it is from the top as per the previous application this would address TfL's concerns.</li> <li>• The proposed illuminated sign must not have any intermittent light source, moving feature, animation or exposed cold cathode tubing. It must not move, flash or change colour in any way.</li> <li>• The lighting level of the advertisement must conform to the guidance given in the latest Technical Note from the Institute of Lighting Engineers.</li> <li>• The footway and carriageway on the red route must not be blocked during the installation and maintenance of the sign. Temporary obstruction during the installation must be kept to a minimum and should not encroach on the clear space needed to provide safe passage for pedestrians, or obstruct the flow of traffic.</li> </ul> <p><b>Subject to the above, TfL feel the proposal would not result in an unacceptable impact on the Transport for London Road Network (TLRN).</b></p> |           |                  |           |                   |           |
| CAAC/Local groups*<br>comments:<br><small>*Please Specify</small> | <p>Camden Town CAAC have raised the following <b>objections</b> towards the proposal:</p> <ul style="list-style-type: none"> <li>- We object to its completely obscuring the elevation of the pub facing the junction and to the partial obscuring of the return elevations to Greenland and Camden Roads by the "shroud" (scaffolding). This is an insult to the building on which it is placed which otherwise makes a valuable contribution to the urban ensemble of the five mainly 19th century buildings that constitute the junction;</li> <li>- strongly objects to this proposal on the grounds of the advertisement's prominence, its width, height and height off the ground.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |           |                  |           |                   |           |

## Site Description

The application site is a two storey building with mansard roof. The property comprises the Worlds End public house on the ground floor and offices and residential accommodation on the upper floors.

The site is located in the designated Town Centre of Camden Town on the busy Britannia Junction, opposite Camden High Street and Parkway. Camden Town underground station lies to the north east. Whilst the property is not listed, it is located within the Camden Town Conservation Area.

## Relevant History

**174 Camden High Street** (application site)

**2011/1728/A:** Granted – 16/06/2011. Display of an advertisement shroud on scaffolding from first to second floor on west elevation for a temporary period from 1 July 2011 to 1 July 2012.

**EN11/0568:** Ongoing enforcement investigation in relation to the unauthorised erection of an externally illuminated advertisement shroud.

**2011/5172/A:** Refused – 13/12/2012. Display of externally illuminated advertisement shroud on scaffolding for a temporary period from 1 November 2011 to 1 July 2012 (retrospective).

### Reason for refusal:

*Insufficient information has been provided that the proposed illuminated shroud advertisement is required to conceal current building works at this site.*

This decision was Appealed (**APP/X5210/H/12/2169776**) and **dismissed** by the inspector. The inspector concluded that the poorly placed illuminated advertisement would fail to enhance or preserve the character or appearance of the Camden Town Conservation Area.

## Relevant policies

### **LDF Core Strategy and Development Policies**

CS1 – Distribution of growth

CS5 – Managing the impact of growth and development

CS14 – Promoting high quality places and conserving our heritage

DP17 – Walking, cycling and public transport

DP21 – Development connecting to the highway network

DP24 – Securing high quality design

DP25 – Conserving Camden's heritage

DP26 – Managing the impact of development on occupiers and neighbours

DP30 – Shopfronts

### **CPG 1 (Design)**

## Assessment

### Background

The LB Camden granted conditional advertisement consent in August 2011 for the display of an advertisement shroud on scaffolding from first to second floor on west elevation of 174 Camden High Street for a temporary period (1 July 2011 to 1 July 2012).

A retrospective planning application was made for the illumination of this advertisement which was refused on 13/12/2011, it was subsequently appealed and the appeal was dismissed by the Planning Inspector on 16/05/2012.

### The Proposal

Advertisement consent is sought for the temporary of an advertisement shroud on scaffolding at first and second floor level on the west elevation of no.174 Camden High Street for a 5 month period from 2 July 2012 and 30 November 2012.

The proposed banner would be 6.75 metres wide and 7.12 metres in height, starting from a point 4.8 metres above ground level.

The main planning considerations are the following:

- The impact of the proposed signage on the character and appearance of the building and the surrounding Conservation Area;
- The impact of the proposed signage on public safety and residential amenity.

### Visual Impact

Camden Planning Guidance 1 (design) states that as a result of the scale and size of shroud advertisements their appearance can create a conflict with the surrounding environment and the streetscene, and where the advertisement partially obscures a building, the visual appearance of the building itself. The guidance however also recognises that shrouds can help to shield unsightly construction, alteration, refurbishment works, and that proposals will only be considered acceptable primarily in commercial situations.

The shroud would be highly visible from the junctions of Camden High Street, Parkway, Kentish Town Road, Greenland Road and Camden Road and also from the pedestrian crossing points at this major junction (known as Britannia junction). It is considered that the proposed hoarding would be prominent in local and longer views due its size, location and extent of projection.

Since the shroud was first erected in summer 2011 the LB Camden's Enforcement Team has been aware of the site. During this period it is unclear how much works if any have been undertaken which would involve the use of scaffolding and shroud. It is noted that the Council does not have a record of receiving a building control application or notice of any works in this period which therefore suggests the unlikelihood of works having occurred in this period. Although the application includes a schedule of works and the time to undertake them (the timeframes given appear excessive), it does not identify calendar dates for undertaking these. Furthermore, it is considered that a large amount of the required works could be undertaken without the requirement for the erection of scaffolding and an associated shroud. In addition, it has been established that the scaffolding structure is fixed to the building's façade with very little, if any, space for refurbishment works of the upper floors to take place, i.e. there are no platforms which people can stand on and carry out the intended works to the building. It is therefore a distinct likelihood that the shroud is not required to shield building works but is more a means of facilitating the display of advertising.

Temporary advertisements consent have been granted at other nearby sites, however the appeal inspector for APP/X5210/H/12/2169776 makes the following comment with respects to the subject site, *"In comparison, however, the appeal building is more prominent in the street scene, because of its built-form and triangular setting. Furthermore, the Council granted temporary consent for another scaffolding shroud at nos. 11 – 13 Camden High Street, but that site is located at the lower-end of the street. These examples are not strong enough precedents in favour of granting advertisement consent for this proposal. In any event, shroud advertisements should be considered on a site specific basis taking account of amenity and public safety issues"*.

The continued retention of the hoarding is considered unacceptable as it results in the un-necessary and excessive clutter on the host building. Previously it was deemed acceptable due to the temporary nature of the proposal, required only as a result of the construction works, it has now become apparent this is not solely related to construction works, as a result the advertisement shroud is unacceptable by virtue of its excessive

size, position on the building and visually prominent location resulting in visual clutter and a dominant addition, harmful to the appearance of the host building and the character and appearance of the Camden Town Conservation Area. Given the period of time which has now lapsed, the argument for the renewal of the advertisement shroud to conceal an existing construction site is no longer valid.

With regards to residential amenity, there are no immediate neighbours who would be affected by the proposal and it is considered that residential amenity would remain unaffected in this instance.

#### **Transport Issues**

Previously, there were no objection on highway safety grounds and this remains the case in this instance. TfL has no objection to the proposal subject to the advertisement meeting a number of criteria, which are achieved. As such, no demonstrable transport issues are considered to be of relevance.

#### **Recommendation**

Refuse advertisement consent and refer the matter to the council's Enforcement Team.

#### **Disclaimer**

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