

Delegated Report

Expiry Date:

11/09/2012

Officer

John Nicholls

Application Number(s)

2012/3509/A

Application Address

London Borough of Camden,
Camden Centre
Judd Street
London W
WC1H 9AU

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Display of 1x externally illuminated fascia sign and 2x externally illuminated hanging signs on elevation fronting Euston Road for a temporary period between July - August 2012.

Consultations

Summary of consultation responses:

Site Description

The Town Hall dates from 1934-7 and is built in a classical style and clad in Portland stone and faces Judd Street at its northern junction with the Euston Road. The Camden Centre is part of the town hall and has its main entrance onto Bidborough Street facing south.

It lies within the Kings Cross Conservation Area and is identified as a building that is a positive contributor to the character of the conservation area. It is also Grade II listed.

Relevant History

N/A

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)

NPPF - 2012

Assessment

Proposal

The application relates to a fascia sign with externally illuminated spots and two wrap hanging signs which cover the ground floor front and side elevation of the Camden Centre entrance on the Euston Road also with external illumination.

The two hanging signs would be a vinyl Pvc sheet measuring 3.37m high x 4.48m wide on the front elevation and 3.56m high x 3.28m wide on the side elevation at ground floor level. The wraps would be fixed to the building by way of a scaffold frame. The wraps and fascia sign will also be down-lit from above which will be on between 8pm and 4am.

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.

Camden Planning Guidance advises that shrouds are only appropriate in commercial areas, should only normally be used in conjunction with rebuilding or refurbishment, and should always be temporary. The proposal is considered to broadly comply with requirements of Camden Planning Guidance as the area is commercial and the shroud would be a temporary sign. Although its purpose is not to shield construction work, the guidance's resistance to advertising is that adverts on such large, prominent sites can harm the amenity of an area, but the visual impact of the proposal would be mitigated by its temporary nature.

The wraps and fascia signage comply with Camden's Design Guidance by being below fascia level. The wrap signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design.

It is not considered that any of the signs would be unduly obtrusive in the street scene or disturb residents or occupiers despite the external illumination from above.

As the adverts are not actually fixed to the listed part of the Town Hall, they are not considered to need listed building consent. However, they do need to be assessed against the setting of the listed building. The proposed signs would be temporary. Their size and form would preserve the setting of the listed building. The illumination and position would not harm the listed building. Therefore the proposed adverts for a temporary period only are not considered to harm the setting of the listed building.

Public Safety

The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

The adverts will be conditioned to be removed safely and completely by 20th August 2012, this would allow time for the adverts to be removed safely after they are required until August 13th.

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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