

<b>Delegated Report</b>			<b>Expiry Date:</b>	27/12/11
<b>Officer</b>			<b>Application Number(s)</b>	
Connie Petrou			2011/5470/A	
<b>Application Address</b>			<b>Application Type:</b>	
11-13 CAMDEN HIGH STREET LONDON NW1 7JE			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>	
			Refuse Advertisement Consent	
<b>Proposal(s)</b>				
Display of externally illuminated scaffold shroud with advertising for a temporary period until 30 June 2012 (renewal of 2010/2568/A).				
<b>Consultations</b>				
<b>Summary of consultation responses:</b>		With regard to the application, TfL have the following comments:		
		<ol style="list-style-type: none"> <li>1) The proposed shroud is located on the A400 Camden High Street, which forms part of the Transport for London Road Network (TLRN).</li> <li>2) The proposed 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>3) The lighting level of the sign must conform to the guidance given in the latest Technical Note from the Institute of Lighting Engineers.</li> <li>4) During construction and maintenance of the proposal, the footway and carriageway on the A400 Camden High Street must not be blocked. Any temporary obstructions must be kept to a minimum and must not encroach on the clear space needed to provide safe passage for pedestrians or obstruct the flow of traffic. All vehicles associated with the construction and maintenance of the signs must only park, stop or load and unload at locations and within the periods permitted by existing on-street restrictions. This means that vehicles erecting or servicing the sign cannot park on the footway.</li> </ol>		
		<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>		
<b>Site Description</b>				
<p>Nos. 11-13 Camden High Street comprise basement plus 4-storey terraced properties situated on the west side of Camden High Street, north west of the junctions with Mornington Crescent, Hurdwick Place, Eversholt Street and Crowndale Road. The Mornington Crescent underground station lies due south of the application site. The buildings are vacant and their rear elevations and some floors have been partially demolished.</p> <p>The host buildings are located in the designated Town Centre of Camden Town at its southern end. The site is also within Camden Town conservation area. The buildings are not listed.</p>				
<b>Relevant History</b>				
2007/2197/P - Extensions and alterations, including the installation of a new shopfront, erection of a mansard roof extension and rear extensions at basement and ground (for additional retail floorspace) floor levels and at first and second floor levels with terrace, to provide additional floorspace in				

connection with the creation of 6 self-contained flats –Approved 01/10/08

2010/1299/A - Display of externally illuminated scaffold shroud with advertising – Approved 27/04/10

2011/2568/A - Display of externally illuminated scaffold shroud with advertising for a temporary period until 31 December 2011 (renewal of 2010/1299/A) –Approved 14/07/11

### **174 Camden High Street**

2011/5172/A - Display of externally illuminated advertisement shroud on scaffolding for a temporary period from 1 November 2011 to 1 July 2012 (retrospective) –Refused 16/12/11

### **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)**

#### **Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough**

## Assessment

### Background:

Prior to the commencement of the current development (approved 2007/2197/P) the properties had been semi-derelict for several years and the condition of the buildings had gradually deteriorated into a dilapidated state. Construction works have been on going since early 2009 and there are two current applications related to the site (2011/5227/P and 2011/5272/P) which have yet to be determined (statutory expiry date 2/01/11).

### Proposal

The application seeks to renew temporary consent 2011/2568/A (granted 27/04/10) to display an externally illuminated advertisement shroud to be attached to existing scaffolding. As indicated in the planning history this is the 3<sup>rd</sup> application submitted for the renewal of the advertisement shroud. The applicant has stated that consent is sought for a further 6 months due to further delays in the construction programme.

The proposed banner would be 10 metres wide and 12 metres in height, starting from a point 4m above ground level. It would be illuminated by 4 up-lighters positioned at intervals below the display banner. The scaffold to which the banner would be attached is in place until April 2012.

### Main Planning Considerations

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.

### Assessment

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 locations.

The advertisement shroud is highly visible from the junctions of Camden High Street, Eversholt Street and Crowndale Road and also from the pedestrian crossing points at this major junction. The shroud is also prominent in local and longer views due its size, location and extent of projection. Additionally, through being illuminated the signage is visible 24 hours a day. With regards to public safety and 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.

Temporary consents were granted for the advertisement shrouds on two previous applications based on an appeal decision on 187 Camden High Street (Appeal allowed 30/03/09) which relates to a similar proposal some 600m from the application site but on the same road and in a similarly prominent, highly trafficked and pedestrianised streetscene. The inspector concluded that the (larger, at 11m x 10m and 8.5m x 12m) pair of advertisement shrouds on the 'bulky 4-storey buildings' which are in a 'vibrant bustling commercial area' would not be so large as to be detrimental to the visual amenity of the locale and would form an acceptable temporary addition to the townscape. In the light of the similarity between contexts and proposals it was considered unreasonable to refuse the previous shroud proposals.

It is worth noting that since this appeal decision the Council has adopted new supplementary planning guidance on the design of shrouds. The guidance states that shrouds on scaffolding in the conservation area will only be permitted where the advertisement covers no more than 10% of each elevation and is not fragmented. Due to its size the advertisement is contrary to the recently adopted guidance and is therefore not considered acceptable.

Recent developments on the application site, including an updated construction schedule, submitted to the Council in September 2011, indicates that all external works were programmed for completion by the end of 2011. On the basis that the majority of the external works have been completed and no updated construction schedule has been submitted to the Council, the argument for the renewal of the advertisement shroud to conceal an existing construction site is no longer valid.

With no justifiable reasoning provided for its display to conceal building works, the proposed advertisement shroud due to its size, location and means of illumination, is visually obtrusive thus resulting in a detrimental visual impact on the building, the streetscene and on setting of the surrounding Camden Town Conservation Area, contrary to the design guidance set out in CPG1 (Design) and Policies DP24 and DP25 of the LDF.

### **Recommendation**

Refuse

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