

<b>Delegated Report</b>	<b>Analysis sheet</b>	<b>Expiry Date:</b>	13/12/2010
	N/A / attached	<b>Consultation Expiry Date:</b>	N/A

<b>Officer</b>	<b>Application Number(s)</b>
David Glasgow	2010/5252/A

<b>Application Address</b>	<b>Drawing Numbers</b>
1-11 Procter Street London WC1V 6DW	See decision notice

<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 internally illuminated (LED) digital poster advertising sign on road bridge elevation above Procter Street to office (Class B1).

<b>Recommendation(s):</b>	Refuse
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<b>Application Type:</b>	Advertisement Consent
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<b>Conditions or Reasons for Refusal:</b>	Refer to Draft Decision Notice
<b>Informatives:</b>	

<b>Consultations</b>
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<b>Adjoining Occupiers:</b>	No. notified	00	No. of responses	00	No. of objections	00
			No. electronic	00		

<b>Summary of consultation responses:</b>	N/A
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<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>	N/A
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<b>Site Description</b>
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The site is a nine storey office building bridging across Procter Street near the junction of Procter Street and High Holborn. Procter Street is a busy four lane road bordered on each side by multi storey commercial buildings which are linked near the junction by the subject building creating and underpass. The building is not listed nor located in a conservation area. The application relates to the north facing first floor façade of the building.

<b>Proposal(s)</b>
Display of internally illuminated (LED) digital poster advertising sign on road bridge elevation above Procter Street to office (Class B1).

## Relevant policies

### LDF Core Strategy and Development Policies

#### Camden Planning Guidance: December 2006

##### Relevant Policies in Camden Core Strategy

CS1 – Distribution of growth

CS5 – Managing the impact of growth and development

CS14 – Promoting high quality places and conserving our heritage

##### Relevant Policies in Camden Development Policies

DP24 – Securing high quality design

DP26 – Managing the impact of development on occupiers and neighbours

#### Other Material Considerations

PPG19 Outdoor Advertisement Control

## Assessment

### Proposal

It is proposed to erect an internally illuminated LED poster measuring 11.5m in length and 2.8m in height affixed to the first floor north facing façade of the existing building bridging Proctor Street at its Junction with High Holborn. The sign would be located approximately 5 metres above the middle lanes of Proctor street above the existing underpass created by the building. The illuminated image would continually change, although the frequency at which this would happen has not been specified.

### Amenity

#### Visual Amenity

DP24 states that all development must respect the character and appearance of the local area and neighbouring buildings. The CPG states that in areas that are predominantly commercial, some poster or hoarding advertising may be acceptable but only where they satisfactorily relate to the scale and character of the host buildings and surroundings. It also notes that hoardings will not usually be acceptable where they are above ground floor level; are located on flank walls where they would be unduly dominant; result in unsightly views; or the where the impact of illumination is a nuisance or out of character.

Although Proctor Street is largely commercial in nature the street scene is presently very clean with building façades uninterrupted by illuminated signage or visual clutter above ground floor level. Ground floor retail and business uses which fringe either side of the street all have discreet signage either non-illuminated or discreetly (i.e. illuminated lettering on non illuminated background) illuminated.

Due to the elevated location of the building occupying a central space over the roadway, the wall to which the sign is to be attached forms a prominent focal point of the streetscene. The proposed sign at 32 sqm and entirely illuminated using bright LED illumination would be located on this very prominent wall, well above ground floor level up to 8 meters above the road. The size, location, illumination and resulting visual prominence of the proposed signage are all at odds with the prevailing character and in direct conflict with the CPG. The proposed sign is considered to appear as a brash overly dominant and incongruous form of visual pollution, entirely out of character with the restrained uncluttered context of the steetscene contrary to DP24.

#### Residential Amenity

The nearest residential properties are located on the upper floors of Benin House approximately 50 metres away on the east side of Proctor Street. This distance is considered sufficient to protect against Harm to residential amenity through increased light pollution.

### **Public Safety**

The proposal is specifically designed to target motorists travelling south along Proctor Street and so by extension is designed to divert drivers' attention away from the road. This location is also on the approach to a busy signalised junction, where drivers in front are likely to stop suddenly when the lights change. The proposal is considered to increase the risk of accidents such as rear end shunts. The rate at which the images has not been disclosed by the applicant. This will also have implications in terms of road safety. DP21 states that the Council will expect development to avoid causing harm to highway safety and will use formal safety audits at the planning design and implementation stage to independently review the implications of proposed works. No road safety audit has been submitted in support of the proposal. In the absence of evidence to the contrary, it is considered that the proposal is likely to result in an unacceptable increased risk highway safety contrary to policy DP21

### **Conclusion**

PPG14 requires adverts to be assessed against 2 criteria- visual amenity and public safety. It is considered that the proposed display here would be harmful on both accounts. Its size, siting and illumination would be unduly prominent and out of character, resulting in demonstrable harm to the host building, the streetscene, and the surrounding area contrary to the CPG, CS14 and DP24. The prominent location targeting motorists on the approach to a busy signalled junction is considered to result in an unacceptable risk to highway safety contrary to DP21.

### **Recommendation**

Refuse Advertisement Consent.

### **Disclaimer**

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