

Delegated Report		Analysis sheet		Expiry Date:		20/08/2010	
(Members Briefing)		N/A / attached		Consultation Expiry Date:		N/A	
Officer				Application Number			
Max Smith				2010/3203/A			
Application Address				Drawing Numbers			
1 - 6 Chalk Farm Road London NW1 8AA				See decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Temporary display of 10 x non-illuminated banner signs (6 x front, 1 x rear and 2 x side elevations) on upper (first & second) floors for a period of 12 months.							
Recommendation:		Grant advertisement Consent					
Application Type:		Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses	00	No. of objections	00
				No. Electronic	00		
Summary of consultation responses:		No response received to date.					
CAAC comments:		Regent's Canal CAAC: "The committee has made clear the importance of this terrace and its re-instatement as part of any development. The application for these enormous hoardings is retrospective – they are in place and their deleterious effect is obvious Temporary is likely to become permanent until the terrace is restored and the CAAC strongly opposes permission".					
Site Description							
These six properties, forming a three-storey terrace, were substantially damaged in the February 2008 fire. The ground floor has been returned to retail use whilst the upper storeys remain unused. The site is in the Regent's Canal Conservation Area and the Camden Town Centre.							

Relevant History

2009/1246/A: Temporary display of 10 x non-illuminated banner signs (6 x front, 1 x rear and 2 x side elevations) on upper (first & second) floors for a period of 12 months. Granted 12/05/2009.

Relevant policies

Camden Replacement Unitary Development Plan 2006

SD6 – Amenity for Occupiers and Neighbours

B1 - General design principles

B4 – Advertisements and Signs

B7 – Conservation Areas

Camden Planning Guidance 2006

Regent's Canal Conservation Area Statement

LDF Core Strategy and Development Policies

As the draft LDF Core Strategy and Development Policies documents have now been published, they are material planning considerations. However, as a matter of law, limited weight should be attached to them at this stage.

DP24 High quality design;

DP25 Conserving Camden's heritage

DP26 Managing the impact of development on occupiers and neighbours

Assessment

Proposal

Ten non-illuminated banner signs have been installed covering almost the entire 1st and 2nd floor level of this terrace of six properties, on all four elevations and advertise the re-opening of the adjacent market. They were previously granted temporary consent, which has now expired, on the basis that the banners were concealing fire damage that would have a greater adverse impact on the conservation area.

Revisions

The applicant has agreed to remove sign 5, which is attached to the gable wall of no. 1 Chalk Farm Road.

The main issues are visual amenity, and the impact on public safety.

Visual Amenity

The obscuring of conservation area buildings with adverts is not something that would normally be permitted. However, on the basis of the significant fire damage to the buildings there is a case for making an exception. The fire resulted in the loss of most of the roofs and interiors of the terrace, with only a shell of an outer wall remaining. The window openings and brickwork to this remaining part also have significant fire damage.

The lack of illumination and the breaking up of the banners on the front façade assist in reducing their visual impact. Furthermore, the applicant has agreed to remove the sign on the southern gable end of the terrace which overlooks Regent's Canal itself, which is one of the more prominent signs. The blank gable brick wall on this elevation is considered to be in an acceptable condition and so the banner sign is of little benefit.

The applicant has stated that they intend to submit a planning application for the wider Camden Lock Village site, which includes the terrace, before the end of the year. On balance it is considered that a continuation of temporary permission for another year would be acceptable whilst redevelopment and restoration of the buildings is progressed.

Public Safety

The proposed advertisements are not considered to raise public safety issues in terms of providing a distraction for driver on Chalk Farm Road. The banners are not illuminated and do not obstruct any road signs.

It is therefore considered that the proposal is acceptable for a temporary period of one year.

Recommendation: Grant conditional Advertisement Consent.

DISCLAIMER

Decision route was decided by nominated members on 16th August 2010. For further information see

<http://www.camden.gov.uk/ccm/navigation/environment/planning-and-built-environment/planning-applications/development-control-members-briefing/>