

Delegated Report		Analysis sheet		Expiry Date:		26/07/2010	
		N/A / attached		Consultation Expiry Date:		07/07/2010	
Officer				Application Number			
Aysegul Olcar-Chamberlin				2010/2332/A			
Application Address				Drawing Numbers			
pavement outside 193 Haverstock Hill London NW3 4QL				See draft decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal							
Display of a freestanding, non-illuminated, steel framed information board (2.01m x 1.82m x 0.08m) on pavement.							
Recommendation:		Refuse 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 No. electronic	09 09	No. of objections	01
Summary of consultation responses:		<p>A site notice was displayed from 09/06/2010 to 30/06/2010.</p> <p>The occupiers of Flat 5 17-19 Elsworthy Road raised the following concerns:</p> <ul style="list-style-type: none"> The proposed board could obstruct passage from the road roadway to the shops for people delivering or collecting goods. It is not clear from the plan the relationship between the trees and the proposed board. <p>The occupiers of Flat 4 124 Fellows Road, Garden Flat 17 Lambolle Road, 3 and 14 Antrim Grove, 36 and 55 Antrim Mansions and 43 Hillfield Court supported the application.</p>					
CAAC/Local groups* comments: <small>*Please Specify</small>		Belsize CAAC raised no objection					
Site Description							
The application relates to an area on the pavement outside 193 Haverstock Hill which front the shopping parade in a neighbourhood centre in the Belsize Park Conservation Area. It is located within approximately 55m from the north-west of the Belsize Park tube station.							

Relevant History

None

Relevant policies

Replacement Unitary Development Plan 2006

SD6 – Amenity for occupiers and neighbours

B1 – General design principles

B4B – Advertisements and signs

B7 – Conservation areas

T3 - Pedestrians and Cycling

T12 – Works affecting Highways

Camden Planning Guidance 2006

Advertisement and Signs

Belsize 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.

The following policies in the draft LDF Core Strategy and Development Policies documents have been taken into consideration.

CS14 – Promoting high quality

DP24 – Securing High Quality Design

DP25 – Conserving Camden's Heritage

DP26 – Managing the impact of development on occupiers and neighbours

DP21 – Development connecting to the highway network

Assessment

Proposal

Belsize Residents Association which is a non-profit and non-political organisation open to all residents seeks consent for displaying a double sided information board on the pavement/footway outside 193 Haverstock Hill between the street trees. The proposed information board would match to the existing information board in Belsize Village that belongs to Belsize Residents Association.

The proposed information board is to provide information for local issues, social events, newsletters, and notices for various community groups, etc. It would have two painted black frames (1.82m Wide x 1.07m High) installed 2.02m high above the pavement level. The depth of the posts which would hold the frames would be 80mm.

Impact on Conservation Area and Public Safety

Policy B4B states the Council will not grant consent for advertisement and signs that it considers to cause harm to public safety, visual amenity and the character or appearance of conservation areas. Additionally, Camden Planning Guidance states advertisements will not be considered acceptable where they impact upon public safety, such as being hazardous to vehicular traffic or pedestrian traffic (e.g block sight lines, disturb the free flow of pedestrian movement).

There is a number of pieces of existing street furniture including benches, bus stop, litter bins and lamp posts on the pavement fronting the shopping parade. The proposed sign board would be located close to the benches and bus stop and would add visual clutter to the street scene, to the detriment of the appearance and character of the conservation area.

The proposed information board, by reason of its location on the pavement is also considered to be harmful to the public amenities and could potentially present conditions prejudicing pedestrian and traffic safety. This is explored further below.

Transport Issues

In terms of transport the Council will only consider information signage on public highways which are of benefit to pedestrians, i.e. Legible London Way Finding information and maps. The proposed information board would not meet these benefits. If consent is granted it could set a precedent for similar community groups to propose information signs on public highways.

The Council seeks to improve conditions for pedestrians and prioritise road safety and therefore any proposal which fails to achieve those will be contrary to policies T3 and T12 of the adopted UDP. Although limited material weight may be given to the emerging LDF policy DP21, this policy supports the Council's strategy to minimise unnecessary street clutter including signage in order to avoid unnecessary street clutter which does not benefit pedestrians.

The Council's Transport Planner considered the proposal **unacceptable** in transport terms and recommended that consent should be refused for the following reason:

- The information board would reduce the amount of available footway with no benefit to pedestrians. It will lead to additional street clutter and will reduce amenity for pedestrians, thus having a detrimental impact on the promotion of walking as an alternative to motorised transport. Although the proposals would leave a free footway width that meets the guideline minimum footway width as per paragraph 31.7 of the CPG, the proposal would still be contrary to policies T3 and T12.

Camden Planning guidance (para 2.8) states that free standing signs will not usually be accepted where they contribute to visual clutter and create a hindrance to movement along the pavement or pedestrian footway.

Recommendation: Refuse consent due to adverse impact on appearance and character of the

conservation area and impeding the free flow of pedestrians.

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