

Delegated Report		Analysis sheet		Expiry Date:		18/06/2010	
		N/A / attached		Consultation Expiry Date:		n/a	
Officer				Application Number(s)			
Connie Petrou				2010/1134/A			
Application Address				Drawing Numbers			
379 Kentish Town Road NW5 2TJ				See decision notice			
PO 3/4	Area Team Signature		C&UD	Authorised Officer Signature			
Proposal(s)							
Display of internally illuminated sign on the south facing flank wall at the third/fourth floor level of an end of terrace mixed use commercial and residential property (Class A1/C3).							
Recommendation(s):		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	03	No. of objections	03
				No. Electronic	03		
Summary of consultation responses:		None received					
CAAC/Local groups* comments: *Please Specify		Bartholomew Estate and Kentish Town Conservation Area Advisory Committee objection: <ul style="list-style-type: none"> Advertisement will cause harm to the visual enmity of residents and to the character and appearance of the nearby conservation area – specific reference is made about the rear outlook of properties at 5-23 Leverton Street located within the Conservation Area. The height of the proposed advert will be extremely visible to residents, especially at night. There has been an enforcement case on this site and the same issues are relevant Consideration should be given to the cumulative effect of the advert on residents in the Conservation Area – reference is made to a large rolling advert on building next to 379 Kentish Town Road. Kentish Town Road Action objection:					

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| | <ul style="list-style-type: none">• Potentially dangerous distraction for drivers in particular at the junction of Fortress Road and Highgate Road• Impact on adjacent Conservation Area and properties at 5-23 Leverton Street (Grade II listed buildings)• Cumulative effect of hoarding sign in close proximity• Will be unsightly along the street and will be unduly dominant. |
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Leighton Road Neighbourhood Association objection:

- Overlooks conservation area and recently refurbished corner site of the canopy area on the corner of Leighton Road and Kentish Town Road
- Intrusive and inappropriate and internal illumination means it will be visible at all times
- Diminish the urban environment which contains a number of listed buildings.
- The height of the proposed advert will increase light pollution for residents in the high street
- Hazardous and distracting to drivers.

Site Description

The site is located on the western side of Kentish Town Road in close proximity to the junction between Kentish Town Road, Highgate Road and Fortess Road. The proposal site comprises a five storey end of terrace property comprising a mix of commercial and residential use. The site is not located in a Conservation Area and it is not a Listed Building. The Kentish Town Conservation Area begins on eastern side of Kentish Town Road. The surrounding area is mixed use including commercial and residential uses.

Relevant History

9580167

Advertisement consent was refused on 8/10/96 for the display of an externally illuminated Tri-wonder Advertisement. Appeal dismissed 8/10/96

There have been two enforcement cases on the site:

- **EN020969** - Frontage altered and advert hoarding without permission.
- **EN08/0492** - Illuminated hoarding erected without permission

In both enforcement cases the hoardings were removed following threat of enforcement action.

Relevant policies

Camden Unitary Development Plan 2006

SD6 – Amenity for Occupiers and Neighbours

B1 – General design principles

B4b – Advertisement and Signs

B7 – Conservation Areas

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Other Material Considerations

PPG19 Outdoor Advertisement Control

Camden Planning Guidance 2006

Kentish Town Conservation Area Statement

Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough

Local Development Framework Camden Development Policies Proposed Submission (under examination)

DP25 – Conserving Camden's Heritage

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.

Assessment

Proposal

The advertisement hoarding is to be located on the southern flank wall of the building and will be positioned approximately 6.5m above ground level, which is equivalent to the 3rd floor level. The hoarding will measure 6.4m in length, 3.3m in height and 0.35m in depth.

It is proposed that the hoarding be internally illuminated to display commercial advertisements and public information. The graphics and content of any advertisement displayed will vary but will comply with the standards and regulations as laid down in the Code of Advertising Standards Authority.

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.

Amenity

Policy B4B states that the size, design and siting of advertisements should respect the appearance of the buildings and predominant character of the area. Camden Planning Guidance 2006 also provides advice on the positioning, scale and size of the advertisements.

The signage would be sited at 3rd floor level, which is in conflict with guidance as specified within the Camden Planning Guidance which states 'Generally advertisements will only be acceptable at a height no greater than fascia level because advertisements above fascia level can appear visually obtrusive and unattractive'. The siting of the proposed hoarding at third floor level bears no relation to the residential flats which are located at this level, and should be sited in appropriate location within the use that it is associated.

The elevation on which the proposal would be sited is highly visible from Kentish Town Road when travelling in a northerly direction. Oblique views of the proposal would be afforded from Regis Road and recently refurbished square on the corner of Leighton Road and Kentish Town Road. It would also be open to view from the front of residential properties on the east side of Kentish Town Road. It is considered that the size and siting of the proposal would be such that it would be unduly dominant, and cannot be considered as an appropriate/integral feature to this highly prominent elevation. In conjunction with the siting of the adjacent Conservation Area, it is considered that the proposal would fail to preserve or enhance the character and appearance of the adjacent Conservation Area.

The proposed signs are not located in the immediate vicinity of any residential units and therefore do not raise any issues in terms of residential amenity.

Public Safety:

As the proposed signs are static and have internal illumination, they are not considered to raise any issues with regards to public safety. There would not be any impact on the safety of vehicles as the hoarding would be set back far enough as to not affect moving traffic.

Recommendation: Refuse

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