

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		17/04/2008	
		N/A / attached		<b>Consultation Expiry Date:</b>		None	
<b>Officer</b>				<b>Application Number(s)</b>			
Cassie Plumridge				2008/0547/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
120 Parkway London NW1 7AN				Site Plan 8873/PL-05; 8873/EX-01; SK-01-31/01/08.			
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>				
<b>Proposal(s)</b>							
Temporary display of externally illuminated hoarding (50m x 5m) on scaffolding.							
<b>Recommendation(s):</b>		Refuse advertisement consent					
<b>Application Type:</b>		Advertisement Consent					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	00	No. of responses	02	No. of objections	02
				No. electronic	02		
<b>Summary of consultation responses:</b>		Cllr Somper and Cllr Campbell objected to the application, raising concerns regarding a distraction to motorists and adverse impact on the street scene and wider area.					
<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>		None.					
<b>Site Description</b>							
The site is located on a prominent corner site overlooking the junction of Parkway, Gloucester Avenue and Delancey Street. The site falls within the Camden Town Conservation Area. The site is also visible from the Primrose Hill and Regents Park Conservation Areas which commences on the opposite side of this junction. As noted below planning permission has been granted for a change of use on the site and alterations and a new shop front for the building. These works have commenced on site.							
<b>Relevant History</b>							
The signage was erected on the site without the benefit of advertisement consent. It has since been removed.							
2004/0553/P - Planning permission granted on 30/04/2004 allowed for <i>Alterations to extend the front of the building onto corner forecourt and installation of a new shop front.</i>							
2004/0556/P - Planning permission granted on 25/03/2004 allowed for <i>Change of use from B1 office to flexible use for B1 and A2 office purposes.</i>							

## Relevant policies

Set out below are the UDP policies that the proposals have primarily been assessed against, together with officers' view as to whether or not each policy listed has been complied with. However it should be noted that recommendations are based on assessment of the proposals against the development plan taken as a whole together with other material considerations.

### Camden's Replacement Unitary Development Plan 2006

- SD6 – Amenity for Occupiers & Neighbours
- SD7 – Light, Noise and Vibration Pollution
- B1 – General Design Principles
- B4 – Shop fronts, advertisements and signs
- B7 - Conservation areas (Character and appearance)

### Camden Planning Guidance 2006

### Camden Town Conservation Appraisal 2007

## Assessment

The application seeks consent for the temporary display of externally illuminated hoarding (50m x 5m) on scaffolding. The applicants have indicated that the sign would be displayed for a period of 16 weeks. The hoarding would be illuminated by 6 downward spot lights evenly spaced around the perimeter of the site.

Temporary poster hoardings used to screen buildings or construction sites while work is being carried out have deemed consent under the 1992 Regulations (please refer to Class 8 in the regulations for specific details) for commercial, industrial or business uses only. This deemed consent is not available for any residential development and is also not available in conservation areas or areas of special control of advertisements. Given that the site falls within the Camden Town Conservation Area, advertisement consent is required for the hoarding.

Policy B4B states that the *'Council will not grant consent for advertisements and signs that it considers to cause harm to public safety, visual amenity and the character or appearance of conservation areas'*. Policy B7 relating to conservation area consent also states *'The Council will only grant consent for development in a conservation area that preserves or enhances the special character or appearance of the area. The Council will not grant planning permission for development outside of a conservation area that it considers would cause harm to the conservation area's character, appearance or setting'*. The CPG also provides guidelines for the erection of hoardings and when they will not be considered acceptable. The CPG discourages them where views of the hoarding will be unsightly (e.g. views along streets); and on flank walls where they would be unduly dominant. The CPG also recognises that *'Hoardings will not usually be considered acceptable where they are above ground floor level'*.

The site is located on a prominent corner site overlooking the junction of Parkway, Gloucester Avenue and Delancey Street. The site falls within the Camden Town Conservation Area and is also visible from the Primrose Hill and Regents Park Conservation Areas which commences on the opposite side of this junction. The proposed hoarding which would have a height of 5 metres and a length of 50 metres, would cover the extent of the curved street frontage of the property. The hoarding would be located at first floor level above the pavement. The location of the sign above ground level in combination with its excessive size would ensure that the hoarding would presents as a dominate feature within the intersection detracting from the appearance of the surrounding conservation area and obscuring the building it its entirety. A hoarding of this size in this prominent location is not considered to be acceptable or suitable for support.

The hoarding, by reason of size, siting and prominent location, would be detrimental to character and appearance of the street scene and the surrounding conservation area contrary to policies B1 (General Design Principles), B4 (Shop fronts, advertisements and signs) and B7 (Conservation areas) of the London Borough of Camden Replacement Unitary Development Plan 2006, the Camden Planning Guidance 2007 and Camden Town Conservation Appraisal.

**RECOMMENDATION:** refuse advertisement consent.

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