

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		17/09/2007	
		N/A / attached		<b>Consultation Expiry Date:</b>		N/A	
<b>Officer</b>				<b>Application Number(s)</b>			
Stuart Minty				2007/3718/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
124 Theobald's Road London WC1X 8RX				Refer to draft 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 two internally illuminated freestanding panels on the forecourt of existing office building (Class B1)							
<b>Recommendation(s):</b>		Refusal of 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	00	No. of objections	00
				No. electronic	00		
<b>Summary of consultation responses:</b>		None Undertaken					
<b>CAAC/Local groups* comments:</b> *Please Specify		None Undertaken					

### Site Description

The application site relates to a forecourt area to the front of a part 7, part 9 storey building located on the north side of Theobalds Road. The building is used for office purposes (Class B1), and is neither listed or located within a Conservation Area.

### Relevant History

None of relevance

### 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.

#### **The London Borough of Camden Replacement Unitary Development Plan (2006) –**

S1-S3 – Sustainable development;  
SD1 – Quality of life;  
B1 – General design principles;  
B4b – Advertisements and signs

#### **Camden Planning Guidance (Adopted Dec 2006)**

P5 – Advertisements and Signs

## Assessment

### Proposals:

The application proposes 2 x internally illuminated free-standing advertisement display panels in the forecourt area at the front of the site. The panels would measure: H: 2.6m; W: 1.34m; D: 0.19m, inclusive of granite bases. The panels themselves would be H: 1.65m; W: 1.34m; D: 0.19m. Whilst it is acknowledged the applicants supporting statements regarding the type of advertisement to be displayed in the proposed panels, the Local Planning Authority does not control the actual content of the advert.

### Planning Considerations:

The material planning considerations relative to this case, are as follows:-

- 1) *Impact on the character/appearance of the building and the wider area*
- 2) *Impact on the pedestrian footway*

#### 1) *Impact on the character/appearance of the building and the wider area*

UDP policy B4b is principally concerned with advertisements, and states that the Council will not grant consent for advertisements where they will cause harm to visual amenity. To ensure this does not occur the Council will consider i) position, design, size and materials; ii) obstruction or damage to important architectural features; iii) the method of illumination, iv) cumulative effects. Government advice on the control of advertisements is contained in PPG19: Outdoor Advertisement Control. PPG19 reiterates the importance of advertisement control ensuring that outdoor advertising contributes positively to the appearance of cities and towns.

The proposed advertisements panels by virtue of their cumulative size, location and method of illumination would fail to integrate with the form of the host building, and would negatively affect both the appearance of the building and the place where they are displayed. There are few examples of advertisements within this part of the street, whilst in addition; the buildings on the south side of Theobalds Road are relatively large commercial office buildings with very little advertising. The application building (124 Theobalds Road) sits further forward than the remaining building line to the east, and therefore the front forecourt area is highly visible when viewed both in short and long views from this direction. The wider structures and the extent of illumination would be materially worse in terms of street clutter (when viewed from both the south and east) and would therefore detract from the character and appearance of the wider area. The boundary of the Bloomsbury Conservation runs approx 60 metres from the south west of the site in Drake Street. Given the orientation and distance between the edge of the CA and the site, the proposals are not considered to harm the character and appearance of the CA.

#### 2) *Impact on the pedestrian footway*

Whilst the area of public footway which also includes the forecourt area would be reduced, this would be acceptable in pedestrian safety terms and would allow for an adequate pavement width to be retained. No objections have been raised by the Councils forward Planning/Transport Policy Officer.

### Conclusions:

Given all of the aforementioned the advertisements are considered to be unduly obtrusive having an unsatisfactory relationship with the host building, the streetscene and the wider area. The application is accordingly recommended for refusal of advertisement consent.