

|   |                            |                                |                                     |   |    |                   |    |
|---|----------------------------|--------------------------------|-------------------------------------|---|----|-------------------|----|
| <b>Delegated Report</b>   |                            | <b>Analysis sheet</b>          |                                     | <b>Expiry Date:</b>   |    | 20/03/2007        |    |
|   |                            | N/A / attached                 |                                     | <b>Consultation Expiry Date:</b>  |    | N/A               |    |
| <b>Officer</b>  |                            |                                |                                     | <b>Application Number(s)</b>  |    |                   |    |
| Joe Purcell   |                            |                                |                                     | 2006/4744/A   |    |                   |    |
| <b>Application Address</b>  |                            |                                |                                     | <b>Drawing Numbers</b>  |    |                   |    |
| 5 North Crescent<br>London<br>WC1E 7PH                                  |                            |                                |                                     | Site Location Plan; 001 A; 9502/02/D; A4 Photo Sheets x 9; A3 Photo Sheet |    |                   |    |
| <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 non-illuminated flag above the entrance door of the building |                            |                                |                                     |   |    |                   |    |
| <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  | 00 | No. of objections | 00 |
|   |                            |                                |                                     | No. electronic  | 00 |                   |    |
| <b>Summary of consultation responses:</b>                               |                            | N/A                            |                                     |   |    |                   |    |
| <b>CAAC/Local groups* comments:</b><br>*Please Specify                  |                            | N/A                            |                                     |   |    |                   |    |

### Site Description

The application site relates to the Telephone Exchange at 5 North Crescent located on the north side of Chenies Street. The site is located within Bloomsbury Conservation Area and the Central London Area.

### Relevant History

There is no relevant planning history regarding this application.

### 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 Replacement Unitary Development Plan 2006

S1-S3 – Sustainable development  
SD1 – Quality of life  
B1 – General design principles  
B4 – Shopfronts, advertisements and signs  
B7 – Conservation Areas

#### Camden Planning Guidance (Consultation Draft 2006)

P5 (Advertisements and Signs),  
P49 (Conservation Areas)

## Assessment

The application proposes to display the following advertisements: -

2 No. Non illuminated flags, 1 above each entrance doorway

The 2 No. Flags would be located centrally above each of the two entrances; the flags would be attached to 2m white poles and hung at a 45 degrees angle from the front elevation.

The 2No. proposed flags are considered unacceptable in terms of their size, design and central location above each of the entrances. It is considered that that the flags would have a negative visual affect upon the character of the building and on the character of the Conservation Area.

## Conclusion

Given all of the aforementioned the 2No. flags are considered to be unacceptable and fails to comply with all of the relevant policies of the Camden UDP 2006 and the Camden Planning Guidance 2006 and therefore advert consent is refused.

## **Disclaimer**

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