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Officer: Hugh G. Miller

Application Number: AE/9700355

Address: 202 Camden High St NW1

Proposal: The retention of ultravision hoarding at first floor level flank elevation.

Drawing Numbers: 2 unnumbered and 1 photograph.

RECOMMENDATION SUMMARY: ADRP

OFFICER REPORT:

1. **SITE**

This is a three storey building situated at the corner of Buck Street and Camden High Street. The building is used as a public house on the ground floor, with residential on the upper floors.

- 1.1 The predominant character of the immediate area is commercial. The site is outside the Camden Town Conservation Area, however the site is clearly seen from within the Conservation Area the northern boundary of which runs along Buck Street.

2.0 **PROPOSAL**

- 2.1 The retention of an externally illuminated ultravision 48 sheet display unit advertising hoarding at first floor level, on the southern flank wall of the public house.

3.0 **RELEVANT HISTORY**

- 3.1 The current planning application was submitted following investigation of a complaint (13th January 1997) from a Council officer.

4.0 **RELEVANT POLICIES**

- 4.1 **Borough Plan policies:-** are UD34 (advertisement to be strictly controlled)

- 4.2 **The Unitary Development Plan policies:-**
EN33- preserves or enhance special character of C.A.,
EN42- development outside C.A.
EN64- ensure position, design and materials of signs are appropriate, do not obscure or damage architectural features, relate sympathetically to streetscape and acceptable on public safety grounds.
Supplementary Planning Guidance section 10, paragraphs 10.1-10.7.

- 4.3 **Planning Policy Guidance (PPG) 15:-** Outdoor Advertisement Control

5.0 CONSULTATIONS

5.1 Local Group Comments

Castlehaven Community Association objected to the hoarding on the basis that it detracts from the form and shape of advertising on Camden High Street.

Camden Town Centre Management Group objected to the hoarding because it is unsightly and spoils the appearance of the building and the area.

6.0 ASSESSMENT

6.1 The main issue is the impact on the building and on the appearance and character of the street scape should the existing hoarding be retained. The hoarding is a 48 sheet type ultravision advertising panel. It measures approximately 6300mm x 3300mm and is 3600mm above ground. It is illuminated externally and features a non static display.

6.2 The hoarding is situated at first floor level, on the south eastern flank wall of the public house fronting Buck Street. Although partly obscured by the street trees, there are lengthy views to this side of the building and the advertising hoarding from Camden High Street. The advertising panel extends to approximately two thirds of the length of the flank wall and obstructs part of the first floor window on this wall.

6.3 The public houses at each end of this block were designed as "bookends" to the terrace and as such are important features of the street scene in this part of Camden High Street. The location of the advertising hoarding obscures the architectural features of the building and consequently disrupt the architectural integrity of the terrace.

6.4 The site adjoins the Camden Town conservation area and is prominent in views along the High Street and from within the Conservation Area. Accordingly, the proposal is considered to neither preserve nor enhance the character and appearance of the Camden Town conservation area by reason of its prominent location, level of illumination and non-static display.

7.0 LEGAL COMMENTS

8.0 RECOMMENDATION

8.1 Accordingly it is recommended that advertising consent be refused and prosecution authorised.

a) That advertisement consent be refused for the following reason:

By reason of its size, character and siting the advertising sign is detrimental to the appearance of the building, the street as a whole and the character of the adjoining Conservation Area. It is contrary to policy UD34 of the adopted Borough Plan 1987 and EN33, EN64, and EN42 of the Unitary Development Plan as proposed to be adopted.

That the Borough Solicitor be instructed to commence prosecution proceedings under Section 224 (3) of the 1990 Act and Regulation 27 of the Control of Advertisement Regulations 1992 against the display of the ultravision display panel.

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