

Delegated Report		Analysis sheet	Expiry Date:	04/06/2014
		N/A	Consultation Expiry Date:	N/A
Officer			Application Number(s)	
Obote Hope			2014/2537/A	
Application Address			Drawing Numbers	
214- 216 Camden High Street London NW1 7BU			See decision notice.	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
Display of an externally illuminated advertisement shroud between the 1st and 2nd floor of existing residential flats between 01/07/2014 - 31/12/2014.				
Recommendations:	Refuse Advertisement Consent			
Application Type:	Advertisement Consent			

Conditions or Reasons for Refusal:	Refer to Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	01	No. of responses	01	No. of objections	00
			No. electronic	01		
Summary of consultation responses:	<p>TFL was consulted on the 12/05/2014 to 02/06/2014 the comment is as follows:</p> <p>TfL does not have an objection to the proposal subject to the following conditions:</p> <ol style="list-style-type: none"> 1. Illumination for the proposed illuminated shroud must be below the limit set out in the Institute of Lighting Engineer's (ILE) technical note no. 5 "The Brightness of illuminated advertisement". 2. The proposed panels must not have any intermittent light source, animation, and moving feature or exposed cold cathode tubing. 3. The footway/ carriageway of Camden High Street must not be blocked any time for during construction/ servicing. Vehicles associated with the installation and servicing for the proposal must only park/ load/ unload/ pick up/ drop off at locations and within the time permitted existing on street waiting/loading restrictions. Due to the high volume of pedestrian and vehicular traffic on Camden High Street, the work shall be undertaken out of hours to minimise impact to the SRN. <p>Subject to the above, the proposal as it stands would not result in an unacceptable impact to the Strategic Road Network (SRN).</p>					
CAAC/Local groups comments:	N/A					

Site Description

The proposed site is located on the east to the south of junction with Jamestown Road, the existing property comprises of 2 x flats above 2 x shops on the high street Camden. The entrance to the upper part is on the ground floor.

The proposed works relates to the upper floor flats

Relevant History

30738 – PP – for: The change of use of the first and second floors from storage to studio on the first floor with residential accommodation above. **Granted** 04/09/1980.

9300383 - PP- for: The construction of a mansard roof extension to provide additional residential accommodation. **Refused** 08/07/1994

Relevant policies

LDF Core Strategy and Development Policies

LDF Core Strategy and Development Policies

CS1 – Distribution of growth

CS5 – Managing the impact of growth and development

CS14 – Promoting high quality places and conserving our heritage

DP17 – Walking, cycling and public transport

DP21 – Development connecting to the highway network

DP24 – Securing high quality design

DP26 – Managing the impact of development on occupiers and neighbours

DP30 – Shopfronts

Camden Planning Guidance 2013

CPG1 design – paragraphs 8.20 – 8.24 Section 8: Advertisements, signs and hoardings - Shroud / banner advertisements

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

Assessment

1.0 Background

1.1 There is no application that was recently granted that proposes the level of works associated with the requiring a scaffold licence as indicated by the schedule of works for the proposed advertisement shroud. Furthermore, the justification for the shroud for the external works associated with the replacement of windows, and the re-roofing of the proposed site that requires a scaffold permit for 22 weeks is unjustified.

1.2 The application proposed the display of externally illuminated banner sign measuring 7.7m width x 4.8m in height located to the east elevation between the 1st and 2ndth floor levels and scaffold shroud on all elevations for a temporary period from 01st July to 31st December 2014 including a 1:1 image of what the proposal would look like once the works are completed.

2.0 Planning Issues

2.1 The main planning considerations are the following:

- The impact of the proposed signage on the character and appearance of the building and the surrounding area;
- The impact of the proposed signage on public safety and residential amenity.

3.0 Visual Amenity

3.1 Camden Planning Guidance 1 (design) paragraph 8.20, states that *"Shroud advertisements come in a range of forms but are generally largescale and can cover the entire elevation of a building. As a result of the scale and size of shroud advertisements their appearance can create a conflict with the surrounding environment and the streetscene and, where the advertisement partially obscures a building, the visual appearance of the building itself. However, they can help to shield unsightly construction work."*

3.2 CPG1 para. 8.22 also states that no more than 20% of each elevation should be covered and the sign should not be fragmented (if located outside of a conservation area. It further notes *"The advertisement must also respect the architectural form and scale of the host building". The location of the advertisement on the shroud will depend on the character of the local built form and the nature of views within it"*.

3.3 The entire development site will have a shroud displayed on its scaffolding around front facade portraying the building once the works are completed. The proposed banner would be on the east facade facing the residential flats, namely, 255-257 Camden High Street.

3.4 The proposed illuminated banner would measure approximately 5.0m height x 8.0 width the background would consist of various colours. The illuminance level would be 600.000cd/m. Therefore, the siting and size of the shroud advertisement would be such that it would dominate the host property and the streetscene. Furthermore, the advertisement's illumination would contribute to the proposed advertisement shroud visual dominance.

3.5 The display of the advertisement shroud does is proposed for an excessive time period for the nature of the works; it does not comply with guidance in that the 1:1 image being proposed exceeds 20% of the overall frontage; the shroud would cover the entirety of the street elevations of the building at a prominent site within close proximity of a busy junction, with long views possible. The use of illumination exacerbates this impact and it would be particularly prominent during the hours of darkness. There are residential uses in close proximity directly opposite the site that would also be adversely affected. Overall, the proposed scaffolding shroud would be very dominant and overpowering on this prominent location. It is thus considered entirely unacceptable in terms of size, location and design to the detriment of visual amenity of the proposed area.

Public Safety

Policy DP21 requires the development proposals to avoid disruption to the highway network, its function, causing harm to highway safety and unnecessary clutter.

There is unlikely to be any harm to either pedestrian or vehicle safety and TFL has recommended levels of luminance that is capable of control by condition. However, as this sign is unacceptable for amenity reasons, refusal is recommended.

Recommendation: Refuse Advertisement Consent

The proposed shroud, by reason of its location, size and design, would be excessively dominant and visually obtrusive in the streetscene, detract from residential amenity and would fail to preserve and enhance the character and appearance of the area. It is therefore contrary to Core Strategy policy CS14 (Promoting high quality places and conserving our heritage) and policies DP24 (securing high quality design) of the London Borough of Camden Local Development Framework Development Policies.

The proposed external illumination of this high-level sign would, by virtue of the combination of size, illumination and prominent location close to the residential flats may contribute to glare and light spillage from poorly designed lighting, contrary to Development Policy DP26 (Managing the impact of development on occupiers and neighbours) of Camden's Local Development Framework.