

Delegated Report			Expiry Date:	03/06/2014
Officer			Application Number(s)	
Hannah Parker			2014/2521/A	
Application Address			Application Type	
Camden Eye 2 Kentish Town Road London NW1 9NX			Advertisement Consent	
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s)	
			Refuse Advertisement Consent	
Proposal(s)				
Temporary scaffold shroud advertisement incorporating a coloured 1;1 replica image of the building facade wrapped over the whole scaffolding during the building process and incorporating an inset commercial poster advertisement whose design may change.				

Consultations

<p>Summary of consultation responses:</p>	<p>Although adverts do not go out to consultation 2 objections have been received.</p> <p>To summarise the objections received:</p> <ul style="list-style-type: none">• Objection on advertisement's prominence, its width, height and height off the ground.• Objection as to its completely obscuring the elevation of the pub overlooking the junction and to the partial obscuring of the return elevations to Kentish Town Road and Camden Roads by the "shroud" (scaffolding).• Since the rejection of the first application for a "shroud" on the the Worlds End pub and its appeal granted, the circumstances of the context of the site have materially changed. Considerable effort and large sums of public money have been expended in realising the plans of the Mayor of London, L B Camden and Camden Town Unlimited/First for the first phase of the 'Vision for Camden Town'. Its aims include the creation of "high quality public spaces to enhance the street life of Camden Town and encourage ownership of the street". This recently- completed and very successful initiative has extended pedestrian areas, narrowed roadways and carried out extensive "de-cluttering". It is now being re-cluttered by over-sized and obtrusive commercial messages.• I encourage LBC to discover and use this power to reject this application and any others like it that do not make a positive contribution to "place-making" and the public realm.
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Site Description

The application site refers to the Public House 'The Camden Eye' located on the corner of Kentish Town Road and Camden Road in Camden Town. The public house is a three storey corner property. Currently the public house is on the ground and first floors with storage space on the 2nd floor. The site is within the Camden Town Conservation Area and is identified as making a positive contribution to the area.

Relevant History

2013/4580/A- 2 Camden Eye

Temporary display of externally illuminated advertising banner incorporating s coloured 1:1 replica image to front elevation of pub for the duration of 8 months (Class A5). Granted 24/09/2013

Relevant policies

LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP25 – Conserving Camden's Heritage

DP26 – Managing the impact of development on occupiers and neighbours

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

Camden Planning Guidance 2011 (as amended)

Assessment

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Temporary advert consent was granted in error under planning application 2013/4530/A. The report has factual inaccuracies and should not be used as justification to grant a further extension to advert consent. The advert does not comply with Camden planning guidance and the illumination is unacceptable in this location.

The Camden Eye pub is located over 3 separate elevations. The Kentish Town Road elevation, the Camden Road elevation and the corner elevation which fronts the junction of Kentish Town Road and Camden Road.

The site is located in close proximity to a bustling part of Camden High Street, Camden Town underground station and the historic 'Britannia' junction. The street scene is characterised by shops and other commercial enterprises mainly displaying low-scale associated signage. The advert dominates the public realm and pays no respect to its surrounding

Acceptability of proposal

Camden's guidance for shrouds illustrates where shrouds would be acceptable. It states that when a building in a conservation area is undergoing construction works the advert should not cover more than 10% of each elevation and should not be fragmented. Guidance also states that the advertisement must also respect the architectural form and scale of the host building.

What has been constructed does not comply with the 10% rule and harm is further accentuated by the fact that the advert has not been constructed in accordance with the drawings.

The commercial advert is higher and wider than shown in the plans. The previous approved drawing do not either comply with the guidance. The advertisement dominates the elevation to an unacceptable standard.

To clarify even if the advertisement were to be reduced in size in order to comply with the drawing it would still remain unacceptable.

Method of illumination

On the 16 May 2012 the planning inspectorate dismissed an appeal at 174 Camden High Street. The property again as three facades. This property is in extremely close proximity with its elevations fronting Camden Road and Greenland Road. The third façade faces the Junction of these two roads facing Camden High Street.

The inspector was assessing the illumination argument in appeal APP/X5210/H/12/2169776

The inspectors states;

The illuminated sign would form a dominant feature because of its height, large size and scale. It would cut across the building's architectural features and the design, positioning and means of illumination would have an adverse effect upon the entirety of the building.

The Council considers the same argument applies here. The illumination further accentuates the harm the advert has created. The advert and method of illumination is over dominant features on a street which is characterised by low level signage. Illumination in this location is not acceptable.

Justification for a longer period

The cover letter gives reasons why the period for the advert consent for the shroud extension is required. This reads that an initial period of 8 months was given by planning department and the scaffold will remain in place to 30th September 2014 and that the project has experienced adverse weather conditions.

This justification given is not adequate to grant an extension for the advert consent. The harm caused by the advert and method illumination is demonstrable and should be removed immediately. Even if this requires the scaffolding to remain in place until the 30th September 2014.

As the intention of shroud advertisements are used to shield unsightly construction works the Council expects that a schedule of works should be submitted as justification. This is reaffirmed by the Council's Design Guidance under shroud adverts which states that;

Advertisement proposals will only be considered acceptable primarily in commercial areas and only where they screen buildings under construction, alteration or refurbishment. If considered acceptable they will be allowed for a temporary period and should be removed on completion of the works should they be sooner than the approved period. Longer consents will require additional advertisement consent.

The site is in a visible location and is passed often by planning officers who have not seen any works to the façade taking place. It therefore does not appear that the scaffolding is required or justified.

The application site also does not appear to have a building control application which further demonstrates that the shroud is not being used for its intended purpose to shield an unsightly site.

Public Safety

The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

Recommendation: Refuse Advertisement Consent