

Delegated Report

Expiry Date:

08/04/2014

Officer

Carlos Martin

Application Number(s)

2014/1002/A

Application Address

Oxford Arms PH
265 Camden High Street
Camden London
NW1 7BU

Application Type:

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s):

Grant Advertisement Consent

Proposal(s)

Display of temporary non-illuminated scaffold shroud advertisement.

Consultations

Summary of consultation responses:

N/A

Site Description

The application site relates to a public house located on the corner of Camden High Street and Jamestown Road. The site is not within a CA or the setting of an LB.

Relevant History

None

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)

Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough

Assessment

Proposal

The application relates to a temporary scaffold screening printed on lightweight pvc containing a 1:1 replica of the building façade on the Camden High Street and the apex elevations and commercial advertisement approximately 6.0m by 5.2m on the Jamestown Road elevation. The commercial display is expected to change at monthly or fortnightly intervals and would not be illuminated. The sign would be on display during a period of 8 months, while repair and renovating works are being carried out in the building.

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

Amenity

Camden Planning Guidance 1 (para. 8.20 to 8.22) states that due to their scale and size, shroud advertisements can create a conflict with the surrounding environment and the streetscene, although it is noted that they can help to shield unsightly construction work. CPG1 goes on to advise that shrouds on scaffolding will only be permitted where:

- The scaffolding covers the entire elevation of the building and the netting on the scaffolding contains a 1:1 image of the completed building which is undergoing construction work (scaffolding is only to be erected for the purposes of carrying out building works and will be removed upon completion of the works);
- The advertisement covers no more than 20% of each elevation and is not fragmented. 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.

The proposal complies with the first of these points but as originally submitted was larger than the maximum recommended size, covering an area well above 20% of the Jamestown Road elevation. This was considered to damage views of this location, as it would be highly visible and prominent in local and longer views due its size and location. This would have been exacerbated by the originally proposed external illumination, which would make the advert highly visible also after dark.

The proposal has been amended to address these concerns. The proposed illumination has been removed and the size of the advert reduced to approx. 20% of the elevation. Hence it now broadly complies with guidance and can be considered acceptable.

Public Safety

Given the position of the advert, it is not considered to raise public safety issues in terms of distracting drivers on Camden High Street and Jamestown Road.

Recommendation

Grant