

Delegated Report		Analysis sheet		Expiry Date:		04/06/2014	
		N/A		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
Obote Hope				2014/4625/A			
Application Address				Drawing Numbers			
2 Haverstock Hill London NW3 2BL				See decision notice.			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Display of an externally banner (measuring 7m x 9m x 6m) between the first and second on the north elevation for temporary period until 31 December 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:		N/A					
CAAC/Local groups comments:		N/A					

Site Description

The site is located on the corner of Haverstock Hill and Crogsland Road near to the junction with Adelaide Road. The site is located in a designated town centre. It comprises a part-three storey and part-two storey building in use as a public house (Class A4) on the ground floor with ancillary accommodation on the floors above.

The surrounding area is comprised of a combination of commercial and residential accommodation. The building is not listed and is not located within a conservation area.

Relevant History

2013/5185/P: Additions and alterations to include the erection of a roof extension to create new third floor level, three storey infill extension at rear, and change of use of existing public house facilities (Class A4) on first and second floor levels to a bed & breakfast (Class C1) on first, second and proposed third floor levels. Granted subject to pending s106 agreement.

2013.5280.A: Temporary display of 6m by 9m banner on 1st and 2nd floors of front elevation of pub.

CA/1644/A: Display of three illuminated signs. Granted 25/08/1971.

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

DP26 – Managing the impact of development on occupiers and neighbours

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

Camden Planning Guidance 1: Design

NPPF – 2012

PPG 19 – Outdoor Advertisement Control

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 Planning permission was refused for the display of 6m by 9m banner on the front elevation of the pub, covering its first and second floor levels almost entirely. The proposed period of display would be from 01/09/2014 to 31/12/2014.

1.2 The application proposed the display of externally illuminated banner sign measuring 6m by 9m in height identical to the refused advertisement consent located between the 1st and 2ndth floor levels.

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 states that advertisements will only be acceptable at a height no greater than fascia level, given that advertisements above fascia level can appear visually obtrusive and unattractive and, where illuminated, they can cause light pollution to neighbouring residential properties; furthermore, if an area has a mix of uses or is predominantly in commercial use, some poster or hoarding advertising may be acceptable where they satisfactorily relate to the scale of the host building or feature and its surroundings. They should be designed and positioned as an integral feature of the building.

3.2 The proposed banner would be highly visible travelling north and south along Haverstock Hill and from the junction with Regents Park Road. It is considered that the proposed banner would be prominent in local and longer views due its size and location. This would be exacerbated by the fact that the banner would be illuminated by existing up-lights located at fascia level. The proposed banner by reason of its size and prominent position appears awkward and detracts from the building and is all the more overt as a consequence.

3.3 It also masks interesting original features of the building such as the upper floor windows. Furthermore, the introduction of lighting could also cause amenity issues, since an illuminated banner with an area of approximately 54 m² would be seen as a dominant illuminated screen, which would be out of context and at odds with the character of the area. Therefore, significant harm would be caused to amenity as a result of this proposal.

3.4 The image displayed indicates that the proposed banner maybe associated with the iTunes Festival, which is a major event in the Borough. However, although requested by officers, no information has been provided to clarify the relation between the two.

3.5 In summary, it is considered that the size and siting of the proposal would be such that it would be unduly dominant in this location, and cannot be considered as an appropriate/integral feature to this prominent elevation. It is considered that the proposal would fail to preserve or enhance the character and appearance of the host building and the street scene.

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.

Recommendation: Refuse Advertisement Consent

The proposed advertising banner, by virtue of its size, position and prominent location, would harm the character and appearance of the host building and wider streetscene, contrary to policy CS14 (Promoting High Quality Places and Conserving Our Heritage) of London Borough of Camden Local Development Framework Core Strategy and policy DP24 (Securing high quality design) of London Borough of Camden Local

Development Framework Development Policies.