

Delegated Report			Expiry Date:	15/10/2014
Officer		Application Number(s)		
Sam Watts		2014/5409/A		
Application Address		Application Type		
London Underground Ltd Hampstead Station Hampstead High Street London NW3 1QG		Advertisement Consent		
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s)	
			Grant Advertisement Consent	
Proposal(s)				
Display of one non-illuminated banner sign on railings outside station				
Consultations				
Summary of consultation responses:		N/A		
Site Description				
The railings are located just outside Hampstead Underground Station on the north east side of Hampstead High Street.				
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)				
Hampstead Conservation Area Statement (2001)				

Assessment

Proposal:

Advertisement Consent is sought for the temporary display of one non-illuminated vinyl sign on the railings outside Hampstead Station. The adverts would be displayed on the railings for a period of 18 days between 02/09/2014 and 20/09/2014.

The main issues are:

- The impact on the existing visual amenity and the character and appearance of the Hampstead conservation area.
- The impact on public safety.

Visual amenity and character and appearance of conservation area:

It is proposed that the banners be displayed for a temporary period of three weeks from 15/09/2014 until 06/10/2014 in connection with an event. The Camden Planning Guidance states that banner advertisement on buildings should relate to the specific building and should not detract from the appearance and form of the host building or the surrounding environment. It states further that flags/banners in conservation areas are unlikely to be supported as the Council is concerned about safeguarding the amenity, character and appearance of the building and the area.

However, in this instance there is a case for making an exception. The banners would be displayed for eighteen days between 02/09/2014 – 20/09/2014 and would not be illuminated. It is therefore considered that the proposal is acceptable for a temporary period of three weeks. The vinyl would be 0.7m high, 1.2m wide and 0.002m deep.

The proposed temporary banners are considered to be of a scale and size that respects the appearance of the host building and would not negatively affect the aesthetic appearance, visual amenity or character and appearance of the conservation area.

Public Safety:

The proposed advertisements are not considered to raise public safety issues in terms of obstructing traffic signs or distracting drivers on Hampstead High Street. The advertisement would not be illuminated and it is not considered that the size, shape or location of the proposed vinyl sign would impinge on public safety.

Recommendation: Grant Conditional Advertisement Consent.