

Delegated Report

Expiry Date:

19/08/2014

Officer

Carlos Martin

Application Number(s)

2014/4143/A

Application Address

Oxford Arms PH
265 Camden High Street
London
NW1 7BU

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Refuse Advertisement Consent

Proposal(s)

Display of temporary externally-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

2014/1002/A: Granted display of temporary non-illuminated scaffold shroud advertisement.

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 2011 (as amended)

Assessment

Proposal

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.

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 8.0m on the Jamestown Road elevation. The commercial display is expected to change at monthly or fortnightly intervals and would be externally 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 proposal is a resubmission of a previously approved scheme which was non-illuminated and of a smaller scale (6.0m by 5.2m approx).

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 and a schedule of works was provided for the previous application. However, in terms of size it is larger than the maximum recommended size, covering an area well above 20% of the Jamestown Road elevation. The proposed advert would cover most of this elevation of the pub above ground floor level and so it is considered to damage views of this location. It would be highly visible and prominent in local and longer views due its size and location. This would be exacerbated by the proposed external illumination, which would make the advert highly visible also after dark. The applicants have stated that they would be willing to switch off the illumination at 11pm.

Recent history of similar proposals in the area

Two 'shroud' advertisements at 174 Camden High Street and 2 Kentish Town Road have been recently granted permission in the vicinity of the application site. Both consents were granted for temporary periods on the basis that they were needed in connection with maintenance and repair (174 Camden Road) and repairs to the roof (2 Kentish Town Road). These decisions created a lot of discontent in the local community and complaints to the Council were numerous. Having subsequently investigated the matter, the Council was satisfied that a recent appeal decisions for a similar advert at 187 Camden High Street on the same junction (corner of Parkway and Camden High Street) was taken into account. The one exception was the inclusion of external illumination. The same appeal decision did allow illumination on the basis that it be switched off after 10pm. However, a more recent

dismissed appeal decision in respect one of the sites (174 Camden High Street) for illumination was overlooked in error. It is now clear that illumination should not have been permitted on either advert and that it was mistakenly agreed on the basis of the earlier appeal decision.

The Council has acknowledged this mistake and it is important to stress that these decisions do not act as a precedent in future similar applications. Since then the Council has taken the opportunity to review its procedures and practice for assessment of 'shroud' advertisements to seek to ensure that no similar error occurs in future and that a strict adherence to the guidance is applied in every case to ensure that a clear and consistent approach is taken.

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

The proposed advert by virtue of its excessive size, prominent location and illumination, would harm the amenity of the street scene, contrary to policy CS14 (Promoting High Quality Places and Conserving Our Heritage) and DP24 (Securing High Quality Design). The application is therefore recommended for refusal.