

Delegated Report			Expiry Date:	19/05/2010
Officer		Application Number(s)		
Hannah Parker		08/07/2014		
Application Address		Application Type:		
174 Camden High Street London NW1 0NE		Advertisement Consent		
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):	
			Refuse Advertisement Consent	
Proposal(s)				
Continued display of 2 x externally illuminated PVC shrouds on Camden High Street and Bayham Street elevations of public house.				
Consultations				
Summary of consultation responses:		<p>Camden Town Conservation Area Advisory Committee Objection</p> <p>We strongly object to this application as we did over a year ago. The scheme was refused then but went to appeal. We object to the request for a further extension up to the end of May 2015 and cannot quite believe the applicant's reasons for the delay - the bad weather and the contractor's failure. During the last year buildings have been going up all over London in bad weather and with contractors that have failed. We have constantly objected to these overlarge advertisements at Britannia Junction which is at the heart of Camden Town, seen by so many visitors coming to the Lock Markets. The advertisement is so visually prominent and covers the front elevation of the pub facing the junction, one of six buildings on each street corner - not masterpieces but full of the character of Camden Town. The advertisement is so dominant and is really harmful to the appearance of our Conservation Area.</p>		
Site Description				
The application site is block bounded by Camden Road, Bayham Street, Greenland Road, Camden High Street and Kentish Town Road. It comprises the Worlds End Pub and is located in the designated Town Centre of Camden Town on the busy Britannia Junction. Camden Town underground station lies to the north east. None of the buildings that form the block listed, but all are contained within the Camden Town Conservation Area.				
Relevant History				
2013/5984/A 174 Camden High Street: Temporary display of 2 x externally illuminated PVC shrouds on Camden High Street and Bayham Street elevations for a period of 8 months. Granted				
2012/5044/A: Display of advertisement shroud on scaffolding from first to second floor on west elevation for a 6 month period from July 2012 and December 2012. Refused.				
<u>Reasons for refusal:</u>				
<i>The unnecessary continued display of the scaffold shroud with advertising, by virtue of its excessive size, position on the building and visually prominent location results in an overtly dominant addition, which is harmful to the character and appearance of the host building, streetscene and the Camden Town Conservation Area.</i>				
2012/3389/A: Display of advertisement shroud on scaffolding from first to second floor on west elevation for a 5 month period from 2 July 2012 and 30 November 2012. (Retrospective). Refused.				
<u>Reason for refusal:</u>				
<i>The continued display of the scaffold shroud with advertising, by virtue of its excessive size, position on the building and visually prominent location results in an overtly dominant addition, which is harmful to the</i>				

character and appearance of the host building, streetscene and the Camden Town Conservation Area.
Subsequent **appeal allowed** (APP/X5210/H/08/2091485)

2011/5172/A: Display of externally illuminated advertisement shroud on scaffolding for a temporary period from 1 November 2011 to 1 July 2012 (Retrospective). **Refused.**

Reason for refusal:

Insufficient information has been provided that the proposed illuminated shroud advertisement is required to conceal current building works at this site.

Subsequent **appeal dismissed** (APP/X5210/H/12/2169776). The inspector concluded that the poorly placed illuminated advertisement would fail to enhance or preserve the character or appearance of the Camden Town Conservation Area.

2011/1728/A: Display of an advertisement shroud on scaffolding from first to second floor on west elevation for a temporary period from 1 July 2011 to 1 July 2012. **Granted.**

Neighbouring sites

Camden Eye 2 Kentish Town Road

2014/2521/A: 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. **Refused**

The continued display of the scaffold shroud with advertising, by virtue of its excessive size, position on the building, visually prominent location and method of illumination would result in an overtly dominant addition, which is harmful to the character and appearance of the host building, streetscene and the Camden Town Conservation Area. The proposal is therefore contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; and policies DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

2013/4580/A: Temporary display of externally illuminated advertising banner incorporating a coloured 1:1 replica image to front elevation of pub for the duration of 8 months (Class A5) at no. 2 Kentish Town Road, aka Camden Eye Pub. **Granted.**

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

Assessment

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 Worlds End pub borders the Camden Road, Bayham Street, Greenland Road, Camden High Street and Kentish Town 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 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 application property). 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 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.

Illumination has been deemed unacceptable by the planning inspector at this site. It was granted in error and will not be used as further justification for the continued unlawful display.

Shrouds are meant to hide unsightly building works. The shroud in question is located so close to the building no works feasibly can go behind the scaffolding.

Shrouds should only be erected to shield construction works. A shroud has been located on the façade of the building on and off for over 3 years. There has been much opportunity to do the required works to this façade.

The applicants justification that it is required that the shroud should remain in place because of revenue for other repairs. This is not a consideration that the Council can consider.

The shroud is considered harmful to visual amenity of the area and is not shielding unsightly construction works. Therefore it should be removed immediately as temporary consent for the advert consent expired on the site on 24th June 2014.

Summary

The continued display of the scaffold shroud with advertising, by virtue of its excessive size, position on the building, visually prominent location and method of illumination would result in an overtly dominant addition, which is harmful to the character and appearance of the host building, streetscene and the Camden Town Conservation Area. The proposal is therefore contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; and policies DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.