

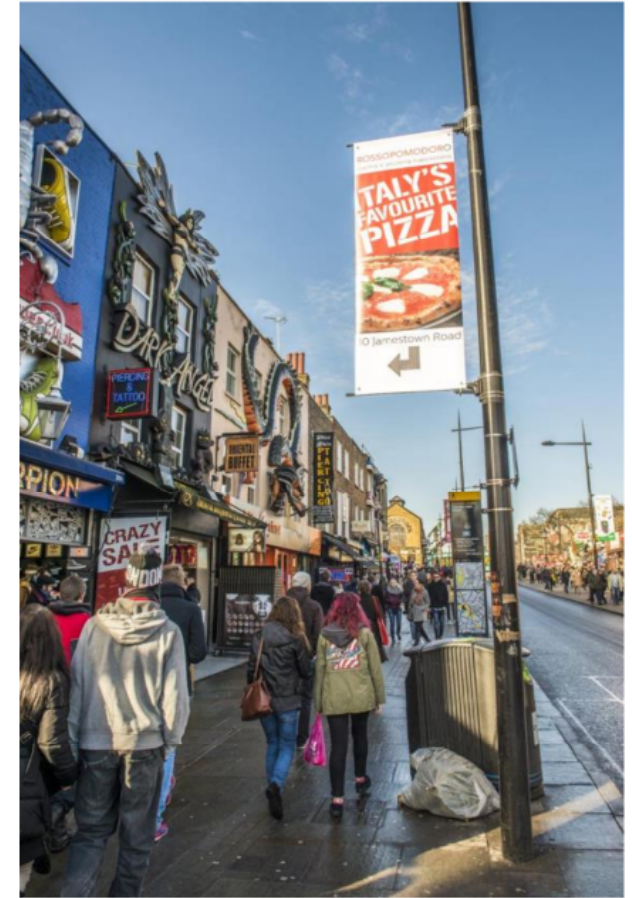
Photo 1- Showing example of type of banners proposed



iTunes – Camden High Street



Boutique 36 – Hatton Garden



Rosso – Camden High Street

Delegated Report (Members Briefing)		Analysis sheet	Expiry Date:	07/01/2015
		N/A	Consultation Expiry Date:	N/A
Officer			Application Number(s)	
Angela Ryan			2014/7072/A	
Application Address			Drawing Numbers	
Kentish Town Road London NW5 2TJ			See decision notice	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
Installation of 22 x lamppost banners in various locations along Kentish Town Road				
Recommendation(s):		Grant Advertisement Consent		
Application Type:		Advertisement Consent		

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	0	No. of responses	1	No. of objections	2
			No. Electronic	1		
Summary of consultation responses:	<p>Two unidentified objections have been received. A summary of the objection is as follows:</p> <ul style="list-style-type: none"> - The proposal is against Council policy of keeping visual clutter in already busy main roads to a minimum. (Officer's response: see section 2 of this report) - No formal consultation has taken to allow time for discussion and the expression of local views (Officer's Response: The Council does not normally consult on applications (advertisement consent) of this nature as it is not a statutory requirement) - A hundred years ago, when written adverts were a relatively new concept, London and other big cities became defaced by excessive posters and, rather later, by unsightly hoardings. Gradually, however, there was a public move against this visual squalor, and for most of the last fifty-odd years public advertising has been suitably controlled. It is appalling that Camden - with its generally good record on environment and conservation - appears to have so far lost sight of tradition and duty in this instance that it supposes it can deface every lamp-post with some intrusive commercial slogan. (Officer's response: See sections 2 of this report) 					
CAAC/Local groups* comments: *Please Specify	<p><u>Kentish Town Road Action</u>- Has objects to the proposal. A summary of the objections are as follows:</p> <ul style="list-style-type: none"> -The proposal would result in street clutter and have an adverse impact on the street (Officer's Response: see sections 1 and 2 of this report) - permanent banners spoiling the line of these graceful lampposts (Officer's response: The banners are proposed for a temporary period of 3 years) - The proposal does not comply with design Guidance (Officer's response: see section 2 and 3 in this report) -The Group was not consulted and therefore the process is undemocratic (Officer's response: The Council does not normally consult on applications (advertisement consent) of this nature as it is not a statutory requirement) 					

Site Description

The individual sites are located along Kentish Town Road and stretches from Leighton Road to the north of Kentish Town Road and Hawley Road to the south. 22 banners are proposed to be located on various lamp post located on the east and west side of Kentish Town Road.

Kentish Town Road is located within a town Centre location. The site does not lie within a conservation area although some of the locations are adjacent to/in close proximity to the Bartholomew and Jeffrey's Street Conservation Areas.

Relevant History

Relevant planning history:

Over the years there has been numerous advertisement consent applications submitted for fascia and projecting shop signs and awnings for buildings along Kentish Town Road. The most relevant advertisement applications in relation to this proposal are listed below:

28/05/2004- advertisement consent **refused** for the continued display of an internally illuminated free standing sign on pavement(Ref: 2004/1337/A)

02/10/2006- advertisement consent **approved** for the display of 2 x illuminated poster panels (1760mm x 1160mm) on bus stop. (Ref: 2006/3610/A)

29/01/2007- advertisement consent **refused** for the display of a static internally illuminated 4m x 3m freestanding sign at the junction of Kentish Town Road and Regis Road. (Ref: 2006/5533/A)

31/01/2006- advertisement consent **refused** for the display of non-illuminated hoarding to flank wall at first and second floor levels. (Ref: 2006/5584/A)

29/03/2007- advertisement consent **refused** for the display of a 6m x 1.2m non-illuminated vertical banner to front elevation of estate agents (Class A2) at first and second floor levels. (Ref: 2007/0547/A)

03/06/2014- advertisement consent **refused with warning of enforcement action** for 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. (Ref: 2014/2521/A)

Relevant policies

LDF Core Strategy and Development Policies

Core Strategy

CS5 (Managing the impact of growth and development)

CS14 (Promoting high quality places and conserving our heritage)

Development Policies

DP24 (Securing high quality design)

DP26 (Managing the impact of development on occupiers and neighbours)

Camden Planning Guidance 2013

CPG1- (Design) Chapter 8

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

National Planning Policy Framework (2012)

London Plan (2011)

Assessment

1.0 Proposal:

1.1 The applicant proposes to install 22 non-illuminated advertisement banners on various lampposts along Kentish Town Road. It is proposed to use a retrofit flex-arm system, which can be installed with a protective layer to ensure that there is no damage to the column, and this layer can be sourced so that it matches the colour of the column there by minimising the visible area on the column.

1.2 The banners are proposed to be made of PVC, and each one will measure 2.2m high x 0.8m wide, to be displayed on individual lamppost at approximately 2.8m high above ground level.

1.3 At pre-application stage 36 banners were proposed to be installed along Kentish Town Road but the number was reduced to 22 given the adverse impacts that the other 14 would have had on community safety (blocking views from Council CCTV cameras).

1.4 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.

2.0 Amenity:

2.1 Camden Planning Guidance CPG1- chapter 8, paragraph 8.10 states that free standing signs and signs on street furniture will not normally be accepted where they contribute to visual and physical clutter and create a hindrance to movement along the pavement or pedestrian footway.

2.2 The objection from the Kentish Town Road Action is concerned with resultant visual clutter and the negative impact that the proposal would have on the existing street scene.

2.3 The proposed signs are considered to be of a moderate size in terms of their relationship with this busy street and will be attached to various lampposts along Kentish Town Road. As the banners are proposed to be spread out in various locations and will not be in one single location, it is considered that this would mitigate against causing street clutter. The banners are located sensitively so as not to obscure any architectural features of any nearby buildings and are considered appropriate in terms of their proportions, size and design. As such given that they are considered to be a minor intervention within the street scene and are proposed for a temporary period the banners are considered to be appropriate in this town centre location.

2.4 It is not considered that the signs would be unduly obtrusive in the street scene (again owing to the temporary time frames) or disturb residents or occupiers.

3.0 Public Safety:

3.1 The locations of the banners are not considered harmful to either pedestrian or vehicle traffic. Moreover the Council's Highway Team and Community Safety Team have agreed the locations and have advised that there would be no adverse implications in highway terms or community safety terms such as rendering the lamppost unusable for Council activities, blocking the public highway or traffic lights or blocking views from the Council's CCTV Cameras. The proposal therefore raises no public safety concerns.

4.0 Recommendation:

4.1 The proposed advert is in general compliance with policies CS14, and DP24 (given the context of the temporary period sought) of the Local Development Framework and the application is therefore recommended for an approval.

Recommendation: Grant conditional advertisement consent

DISCLAIMER

**Decision route to be decided by nominated members on Monday 8th
December 2014. For further information please go to
www.camden.gov.uk and search for 'members briefing'**

Miss Lizzie Miller
19 Deane House Studios
Greenwood Place
London
NW5 1LB

Application Ref: **2014/7072/A**
Please ask for: **Angela Ryan**
Telephone: 020 7974 **3236**

3 December 2014

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Kentish Town Road
London
NW5 2TJ

DECISION

Proposal:

Installation of 22 x lamppost banners in various locations along Kentish Town Road
Drawing Nos: Site location Plan; Cover Letter by Bay Media Limited); Individual Sites Map;
Banners Details by Bay Media Limited; Banners Look Book; 1 x Photo Montage.

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
(a) endanger persons using any highway, railway, waterway, dock, harbour or



aerodrome (civil or military);

(b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

Informative(s):

1

DECISION

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Director of Culture & Environment

DRAFT

DECISION