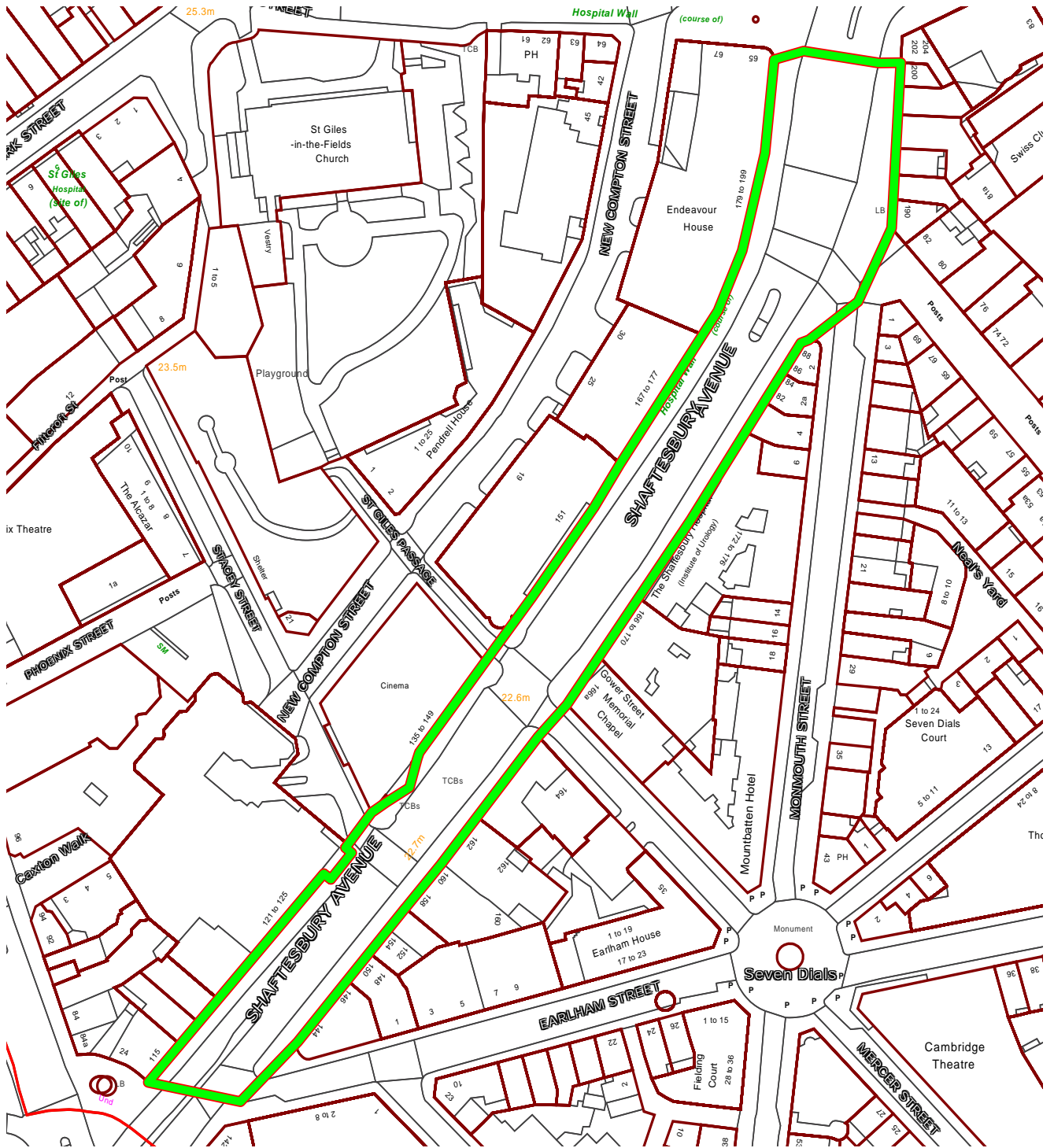


# OS Map – 2014/7073/A – Shaftesbury Avenue – Banners



# Shaftesbury Avenue

Mock Up



<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		<b>07/01/2015</b>	
<b>(Members Briefing)</b>		N/A / attached		<b>Consultation Expiry Date:</b>		N/A	
<b>Officer</b>				<b>Application Number(s)</b>			
Matthias Gentet				2014/7073/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
Shaftesbury Avenue London WC2H 8AL				See decision notice			
<b>PO 3/4</b>		<b>Area Team Signature</b>		<b>C&amp;UD</b>		<b>Authorised Officer Signature</b>	
<b>Proposal(s)</b>							
Display of 9 x lamppost banners in various locations along Shaftesbury Avenue.							
<b>Recommendation(s):</b>		<b>Granted Advert Consent subject to condition</b>					
<b>Application Type:</b>		<b>Advertisement Consent</b>					
<b>Conditions or Reasons for Refusal:</b>		<b>Refer to Draft Decision Notice</b>					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	<b>00</b>	No. of responses	<b>1</b>	No. of objections	<b>1</b>
				No. Electronic	<b>00</b>		
<b>Summary of consultation responses:</b>		<p>External Consultation was only carried out with Crossrail.</p> <p>One objection has received from Covent Garden Community Association, namely:</p> <ul style="list-style-type: none"> <li>• Long term visual clutter on a historic thoroughfare in a Conservation Area.</li> <li>• Adds an unacceptable commercialisation of Covent Garden.</li> </ul>					
<b>CAAC/Local groups* comments:</b> *Please Specify		<b>N/A</b>					

## Site Description

The individual sites are located along the south end – Camden part - of Shaftesbury Avenue, with 4 of the banners in Convent Garden Conservation Area side of Shaftesbury Avenue, and the other 5 on the side not in a conservation area. Shaftesbury Avenue is an important thoroughfare within central London with significantly high buildings with distinctive architectural details and use of materials, including the former Saville Theatre – now the Odeon cinema – on the north-west side of Shaftesbury Avenue (Cambridge Circus end) which is a Grade II Listed Building, and the Shaftesbury Theatre in St Giles, adjacent to Princes Circus, which is also a Grade II Listed Building greatly contributing to the theatrical identity of the area.

The line of London Planes has now become an integrated feature of the avenue and significantly contributes to its distinctive appearance.

## Relevant History

**2006/1801/L** – (granted on 07/06/2006) - Installation of 900mm satellite dish at roof level - Odeon Cinema, 135-149 Shaftesbury Avenue.

**2011/3790/A** – (refused on 19/09/2011) - Installation of an externally illuminated scaffold shroud with advert panel to the first and second floor corner elevations (Shaftesbury Avenue and West Street) - 142 Shaftesbury Avenue.

**2012/3807/P** – (granted on appeal on 11/04/2013) - Installation of a telephone kiosk on footway - Pavement to the north of Endeavour House, 189 Shaftesbury Avenue.

**2012/3989/A** – (granted on 26/09/2012) - Display of 1 x internally illuminated fascia sign, 1 x externally illuminated projected sign, 1 x internally illuminated menu boxes and 1 x non illuminated awnings on both the Monmouth Street and Shaftesbury Avenue elevations - 184 Shaftesbury Avenue.

**2012/4607/A** – (granted on 10/10/2012) - Display of externally non-illuminated advertisement banner sign on the scaffolding around the building - 142 Shaftesbury Avenue & 36-38 West Street.

**2013/3185/P** – (no objection 11/06/2013) - Request for observations from London Borough of Westminster for the replacement of existing canopy signage with 2.5m high 3D display. Renewing canopy fascia with a black background to match and neon lit lettering - Palace Theatre, 109-113 Shaftesbury Avenue (Westminster).

### **Shaftesbury Theatre:**

**2009/2956/A** - (granted on 13/08/2009) - Retention of non-illuminated fascia sign at ground floor level on side (east) elevation - The Shaftesbury Theatre, 245 Shaftesbury Avenue.

**2010/0013/A** – (granted on 09/03/2010) - Display of 6 temporary non-illuminated banner signs on scaffolding for a period of 26 weeks - The Shaftesbury Theatre, 245 Shaftesbury Avenue.

**2007/5393/L** – (granted on 10/01/2008) - Display of 3D back-lit and flood-lit signage at fascia and first floor levels to both frontages of the Shaftesbury Theatre - The Shaftesbury Theatre, 210 Shaftesbury Avenue.

## Relevant policies

### **National and Regional Policy**

National Planning Policy Framework (2012)  
London Plan (2011)

### **Core Strategy**

CS5 (Managing the impact of growth and development)  
CS14 (Promoting high quality places and conserving our heritage)

### **Development Policies**

DP24 (Setting high quality design)  
DP25 (Conserving Camden's Heritage)  
DP26 (Managing the impact of development on occupiers and neighbours)

### **Camden Planning Guidance 2013**

CPG1-Chap 3 & 5 (Design)

### **Seven Dials Conservation Area**

## Assessment

### Revisions:

1.1 During the course of the application, an amendment was sought to remove one of the proposed 10 sites from the proposal as it was interfering with one of Camden's CCTV cameras.

1.2 The advertisements are to be displayed for a temporary period of one year.

### **Proposal:**

The display of 9 banners made of PVC, each measuring 2.2m x 0.785m, to be displayed on individual lamppost at 2.8m from ground level.

2.1 The principal issues considered to determine this application are summarised as follow:

- Amenity
- Safety

### Amenity

3.1 The proposed banners will be located on both sides of Shaftesbury Avenue, with 4 of the banners in Convent Garden Conservation Area side of Shaftesbury Avenue, and the other 5 on the opposite side not in a conservation area. In terms of size and design, the banners are largely subordinate to the lampposts. The proposed banners would also be discrete additional features amongst the line of London Planes - being rather large and imposing in stature. The trees therefore lessen any impact the banners would otherwise have on the streetscape, skyline and the conservation area.

3.2 Camden Planning Guidance CPG1 states that banner advertisements on buildings will only be permitted where they relate to landmark or unique buildings, such as festival venues, museums, and do not detract from the appearance and form of the host building or the surrounding environment.

3.3 The objection from the Covent Garden Community Association raises concerns with the visual clutter and negative impact on the conservation area and the unacceptable commercialisation of Covent Garden.

3.4 It is acknowledged that only 4 of the banners are to sit within Convent Garden conservation area, though some in close proximity of listed buildings.

3.5 It is also acknowledged that the proposed banners are to promote the local area such as theatres in the vicinity, and for no other commercial purposes that would not benefit nor serve Shaftesbury Avenue and St Giles, as confirmed by Procurement whose aim is to encourage and support local interests.

3.6 In view of the local benefits stemming from the display of the banners, the proposal would meet the requirements laid out in CPG1 (chap 8.23) that, by virtue of the advertisements serving for example the local theatres - festival venues – any other type of undesirable commercial advertisements, by their very nature, not connected to the local area would be restricted.

3.7 The proposed banners are to be temporarily displayed for a period of one year.

### Safety:

4.1 Given the position of the banners, they would be visible but not be a distraction to the traffic travelling on Shaftesbury Avenue to and from either direction, nor would they present any risks to pedestrian safety.

### **Recommendation: Grant conditional permission**

### **DISCLAIMER**

**Decision route to be decided by nominated members on 8th December 2014. For further information please go to [www.camden.gov.uk](http://www.camden.gov.uk) and search for 'members briefing**



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

Application Ref: **2014/7073/A**  
Please ask for: **Matthias Gentet**  
Telephone: 020 7974 **5961**

3 December 2014

DRAFT

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:  
**Shaftesbury Avenue**  
**London**  
**WC2H 8AL**

DECISION

Proposal:

Display of 9 x lamppost banners in various locations along Shaftesbury Avenue.  
Drawing Nos: OS Map; Cover Letter (amended on 01/12/2014); Individual Sites Map  
(amended on 01/12/2014); Banners Details; 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 Camden Planning Guidance (CPG1) which clearly states that banner advertisements will only be permitted where they relate to landmark or unique buildings and do not detract from the appearance and form of the host building or the surrounding environment. It is acknowledged that only 4 of the banners are to sit within Convent Garden conservation area, though some in close proximity of listed buildings. It is also acknowledged that the proposed banners are to promote the local area such as theatres in the vicinity, and for no other commercial purposes that would not benefit nor serve Shaftesbury Avenue and St Giles. As such, the proposal would comply with the policy and are therefore considered appropriate in terms of size, design and location and would therefore conserve and enhance the character and appearance of the conservation area and adjacent listed buildings.

Steps have been taken to ensure that the chosen locations for the banners are not to interfere with the CCTV cameras in situ within Shaftesbury Avenue.

The proposal will not impact on the neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety.



The site's planning history and relevant appeals have been taken into account when coming to this decision including the objection received, namely against the negative impact of the banners in a conservation area.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4, 7.6 and 7.8 of the London Plan 2011; and paragraphs 14, 17, 56 -67, 126 -141 of the National Planning Policy Framework.

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