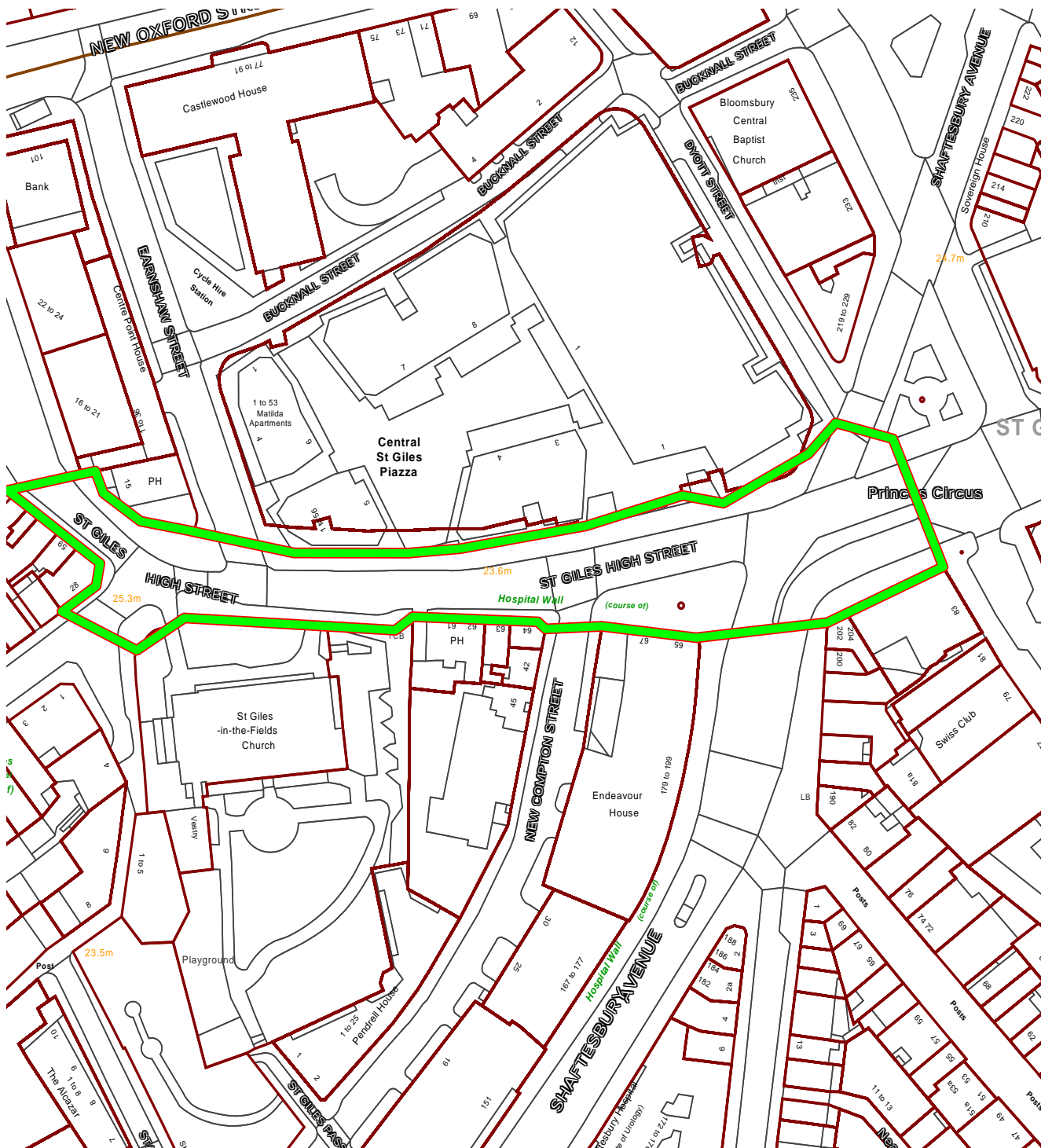


OS Map – 2014/7074/A - St Giles High Street



Delegated Report		Analysis sheet		Expiry Date:		07/01/2015	
(Members Briefing)		N/A / attached		Consultation Expiry Date:			
Officer				Application Number(s)			
Matthias Gentet				2014/7074/A			
Application Address				Drawing Numbers			
St Giles High Street London WC2H 8LE				OS Map; Cover Letter; Individual Sites Map; Banners Details; Banners Look Book.			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Display of 6 x lamppost banners in various locations along St Giles High Street.							
Recommendation(s):		Granted					
Application Type:		Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses	1	No. of objections	1
				No. Electronic	00		
Summary of consultation responses:		N/A					
CAAC/Local groups* comments: <small>*Please Specify</small>		One objection has received from Covent Garden Community Association, namely: <ul style="list-style-type: none"> • Long term visual clutter on a historic thoroughfare in a Conservation Area. • Adds an unacceptable commercialisation of Covent Garden. 					

Site Description

The individual sites are located on the south side of St Giles High Street, between Shaftesbury Avenue to the east and Denmark Street to the west, with one banner on Shaftesbury Avenue, Denmark Street and Earnshaw Street. Three of the banners are in Denmark Conservation area and in proximity of listed building including St Giles-in-the-Fields-Church. The others are not included in any conservation area.

The south side of St Giles High Street, In Denmark Street conservation area, is dominated by 4-storey Italianate style building of red bricks and stones sitting alongside St Giles-in-the-Fields-Church, a Grade I listed building with strong link to the history of the area going back hundreds of year. In dramatic contrast, the north side - not in a conservation area - has recently gone through a major development, drastically altering the historical appearance and character of the high street with its modern high rise buildings of a sharp and aggressive architectural type and design, forming the Central St Giles Piazza. The church and church yard are shadowed from the imposing presence of such of modernist development by some tall and mature London Planes providing some visual protection and softening to the streetscape from Central St Giles Piazza.

Relevant History

2008/0552/A – (refused on 03/06/2008) - Display of free-standing internally illuminated sign on public highway - o/s Christopher Wray Building, St Giles High Street.

2009/1795/A – (granted on 12/10/2009) - Display of externally illuminated fascia on shop front - 63 St Giles High Street.

2011/2591/A – (granted on 22/07/2011) - Display of 1x externally illuminated shroud and 1x non-illuminated shroud with advertising on rear and flank elevation respectively of building fronting Andrew Borde Street for a temporary period of 3 years - 1 - 6 Denmark Place and 52-55 St Giles High Street.

Central St Giles Piazza:

2005/0259/P – (granted on 04/10/2006) - Redevelopment of site for mixed use development comprising office (class B1), retail (class A1), food and drink (class A3), community (class D1) and residential (class C3) uses, new public courtyard and new pedestrian routes across the site - St Giles Court, 1-13 St Giles High Street.

2012/6858/P – (granting still pending) - Redevelopment involving the erection of three buildings (5 and 7 storey buildings facing Centre Point Tower and a 4 storey building on Denmark Place), following the demolition of 1-6, 17-21 Denmark Place and York and Clifton Mansions with retained facades at 1-3 Denmark Place and York and Clifton Mansions - St.Giles Circus site including: site of 138-148 (even) Charing Cross Road 4 6 7 9 10 20-28 (inc) Denmark Street 1-6 (inc) 16-23 (inc) Denmark Place 52-59 (inc) St.Giles High Street 4 Flitcroft Street and 1 Book Mews London WC2

St Giles-in-the-Field Church:

2013/7786/P – (granted on 25/02/2014) - Replacement of railing with fence to children's playground and alterations to signage - St. Giles in the Fields Church, St Giles High Street.

2014/1929/P – (granted on 24/05/2014) - Construction of new boundary wall and fencing to children's playground - St. Giles in the Fields Church, St Giles High Street.

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 (Seeing 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)

Denmark Street 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 6 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 Three of the proposed banners are to be located in Denmark Conservation area with one on the corner of St Giles High Street with Denmark Street, with Earnshaw Street and with New Compton Street. The other 3 are outside any conservation area and sited on the south side of St Giles High street with one on corner with Shaftesbury Avenue to the east. In terms of size and design, the banners are largely subordinate to the lampposts and the streetscape. The proposed banners would also be discrete additional features, dwarfed by the imposing structures forming part of Central St Giles Piazza.

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 3 of the banners are to sit within Denmark Street conservation area, though some in close proximity of significant listed buildings.

3.5 It is also acknowledged that the proposed banners are to promote the local area such as theatres, Central St Giles Pizza, St Giles-in-the-Fields Church (landmark and unique building) and Central St Giles Piazza for example, and for no other commercial purposes that would not benefit nor serve St Giles as well as Shaftesbury Avenue close by, 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), St Giles-in-the-Fields Church – 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 will be displayed for a temporary period of one year.

_____:

~~Safety~~ Given the position of the banners, they would be visible but not a distraction to the traffic travelling on St Giles High Street from High Holborn to the east, nor would they present any risks to pedestrians' 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 and search for 'members briefing



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

Application Ref: **2014/7074/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:
St Giles High Street
London
WC2H 8LE

DECISION

Proposal:

Display of 6 x lamppost banners in various locations along St Giles High Street.
Drawing Nos: OS Map; Cover Letter; Individual Sites Map; Banners Details; Banners Look Book.

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 3 of the banners are to sit within Denmark Street conservation area, though in close proximity of listed buildings. It is also acknowledged that the proposed banners are to promote the local area such as theatres and Central St Giles Piazza in close proximity, and for no other commercial purposes that would not benefit nor serve this small area of St Giles including Shaftesbury Avenue nearby.

As such, the proposal would comply with the policy and is therefore considered appropriate in terms of size, design and location and would 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 St Giles.

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