

Delegated Report			Expiry Date:	08/01/2015
Officer			Application Number(s)	
Darlene Dike			2014/7092/A	
Application Address			Application Type:	
178 Camden High Street London NW1 8QP			Advertisement Consent	
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):	
			Refuse Advertisement Consent	
Proposal(s)				
Display of 1 illuminated and 2 non illuminated shroud signs.				
Consultations				
Summary of consultation responses:		N/A		
Site Description				
The site comprises an electrical substation with three retail units at ground floor level, located in the same block as the Camden Town Underground Station, in the designated Town Centre of Camden Town. None of the buildings which form that block are listed but all are contained within the Camden Town Conservation Area.				
Relevant History				
NEIGHBOURING SITES				
2014/4143/A: Oxford Arms Public House, 265 Camden High Street Display of temporary externally illuminated scaffold shroud advertisement. Refused.				
<u>Reasons for Refusal</u> The proposed advert, 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 and the visual amenity of the streetscene.				
2014/3345/A: 174 Camden High Street Continued display of 2 x externally illuminated PVC shrouds on Camden High Street and Bayham Street elevations of public house. Refused and Dismissed on Appeal.				
<u>Reasons for Refusal</u> 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.				
2014/2535/A: 214 - 216 Camden High Street The display of an externally illuminated advertisement shroud between the 1st and 2nd				

floor of existing residential flats between 01/07/2014 - 31/12/2014.

Reasons for Refusal

The proposed externally illuminated, large, high-level sign would, by virtue of the combination of its prominent location, size and illumination, be detrimental to the visual amenity and character of the street-scene, resulting in visual clutter and undue visual intrusion into the general street-scene.

Relevant policies

LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

DP21 – Development connecting to the highway network

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)

CPG: 1 Design – Chapter 8

Camden Town Conservation Area Appraisal and Management Strategy

Assessment

Proposal

The application relates to 3 shroud screenings printed on PVC and positioned to the front and side elevations of the premises. It is proposed that a front elevation shroud measuring 18.8 x 16m contain a commercial advertisement, and the remaining north and south side elevation shrouds, measuring 12 x 6m and 8.4 x 12m respectively, carry publicity for the Camden Market Area. External illumination would be applied to the front elevation shroud by means of LED strip or spotlighting. The shrouds are not intended to provide temporary display - consent is sought for 5 years - and there are no current or confirmed future construction or repair works at the premises for the shrouds to mask.

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.

Amenity

Camden Planning Guidance (paragraphs 8.20 to 8.22) acknowledges that shroud advertisements can help to shield unsightly construction work, but is clear that as a result of their scale and size their appearance can create a conflict with the surrounding environment and street-scene. To avoid this CPG1 stipulates that shrouds on scaffolding are only permitted where:

- They screen buildings under construction, alteration or refurbishment. If considered acceptable they will be allowed for a temporary period and should be removed on completion of the works should they be sooner than the approved period.
- 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);
- Where shroud and banner advertisements are considered acceptable on listed buildings or in conservation areas the advertisement should not cover more than 10% of each elevation and should not be fragmented

The proposal does not comply with any of these criteria. Fundamentally, there are no current or planned construction works taking place at the premises, for which the proposed shrouds would act as a screen. Rather scaffolding would be erected for the express purpose of supporting the advertisement to the Camden High Street elevation, which would by nature not be temporary, and this goes directly against the spirit of CPG1 guidelines.

In terms of appearance also proposals are unacceptable, as the shrouds would not contain a 1:1 image of the building and would screen an area far greater than 10% of the elevations they are placed on. Covering almost all of the front elevation above ground level, and a significant proportion of the side elevations, the combined visual impact of the shrouds would be damaging to both immediate and longer views of the site.

The shrouds may not be deemed to detract from the host building, given that it is considered a negative contributor within the conservation area, but their combined prominence would be overwhelming within the wider setting, and would certainly not preserve or enhance the character or appearance of the conservation area. This prominence is exacerbated by the proposed installation of external lighting to the front elevation, which would extend the visual impact of the shrouds after dark.

Public Safety

Given the position of the proposed shrouds above ground floor level and intention to externally illuminate the front elevation advert, proposals are considered to raise significant public safety issues.

The combination of size, location and method of illumination of the adverts poses a dominant visual distraction and is considered to be harmful to motorists travelling northwards along the busy Camden High Street network, which falls on a TFL Red Route. For these reasons proposals are contrary to DP21 which makes clear that the Council expects works affecting highways to avoid causing harm to highway safety.

Recommendation

The proposed adverts by virtue of their excessive size, prominent location and illumination, would harm the amenity of the street scene and Conservation Area, contrary to policies CS14, DP24 and DP25 of the Local Development Framework, and cause detriment to public safety contrary to policy DP21. The application is therefore recommended for refusal.