

Delegated Report			Expiry Date:	29/07/2015
Officer			Application Number(s)	
Oluwaseyi Enirayetan			2015/1657/A	
Application Address			Application Type:	
387 Kentish Town Road London NW5 2TJ			Advertisement Consent	
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):	
			Refuse Advertisement Consent with a warning of prosecution to be taken.	
Proposal(s)				
Display of 2x non-illuminated banner signs (flat plastic) to front elevation at first and second floor levels (Retrospective)				
Consultations				
Summary of consultation responses:		Kentish Town Road Action group objected based on banner high above fascia level and visually obtrusive.		
Site Description				
The site is a 3-storey Victorian building located on the junction of Kentish Town Road and Fortress Road. The adjoining property No. 389 Kentish Town Road is a Grade II listed building with the Kentish Town Conservation Area nearby. The surrounding uses are commercial.				
Relevant History				
<p>34902 – (Granted 06/12/1982) - Use of the first and second floors as a beauty salon</p> <p>8880308 – (Granted 06/05/1988) - Display of internally illuminated (static) fascia measuring 5.5m x 0.7m with blue letters and red border letters only illuminated as shown on drawing no.0001 Period of Consent:1st July 1988 to 31st June 1993.</p> <p>EN15/0160 - Unauthorised adverts - fascia and projecting signs and 2 large flat plastic signs at 1st and 2nd floor front elevation.</p>				
Relevant policies				
<p>National Planning Policy Framework 2012 Paragraphs 56-58 (requiring good design) Paragraphs 126-141 (Conserving and enhancing the historic environment)</p> <p>The London Plan March 2015 (Alterations since 2011) Policy 7.4 - Local character Policy 7.8 - Heritage assets and archaeology</p> <p>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</p>				

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

Camden Planning Guidance 2011 (as amended)

CPG1 – Design – Chapter 8

Assessment

Proposal

The application for advertisement consent seeks retrospective permission for the display of 2 non-illuminated plastic banners placed horizontally above fascia level at first and second floor on the front elevation.

Each banner reads 'Beauty Salon' with a telephone number located at first floor and the second reads 'TOP TO TOE' with the website details located at second floor.

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.

The application form states the new advertising was fitted at the time of redecoration of the building in 2012. The applicant is now proposing consent from 20/03/2015 to 19/03/2025. An enforcement case has been opened under reference EN15/0160. This application relates solely to 1st and 2nd floor levels (Please see history section above)

Amenity

Camden Planning Guidance states that advertisements will only be acceptable at a height no greater than fascia level given that advertisements above fascia level can appear visually obtrusive and unattractive.

The advertisements are sited above fascia level. The proposed positions of the advertisements are not in line with the rest of the existing terrace, and none of the other properties within the terrace have signs above the fascia level. The site is also within a town centre area which makes it highly visible and obtrusive.

In conjunction with the siting of the adjacent building at No. 389 Kentish Town Road which is a grade II listed building, it is considered that the proposal would fail to preserve or enhance the character and appearance of the adjacent Listed building. Para 8.23 of the Camden Planning Guidance states that:

In some commercial areas flags or banners may be considered a suitable form of display. Within residential areas, conservation areas, and on or near listed buildings we will be primarily concerned with safeguarding the amenity, character and appearance of these areas and buildings and therefore it is unlikely that such advertisements will be supported.

The application is also seeking consent for a period of 10 years from 20/03/2015 to 19/03/2025, which is not in line with Town and Country Planning (Control of Advertisements) (England) Regulations 2007, which is allowable for only 5 years.

Public Safety

The advertisements are non-illuminated and non-projecting. It is not considered that the banners would not harm public safety.

Recommendation: Refuse Advertisement Consent with a warning of prosecution to be taken.

The proposed advert is contrary to policies CS5 and CS14 of the London Borough of Camden Local

Development Framework Core Strategy; and policies DP24 and DP25 of the London Borough of Camden Local Development Framework. The banners would result in additions that are harmful to the character and appearance of the host building, and streetscene. Therefore the application is recommended for refusal with a warning of prosecution to be taken.