

Delegated Report			Expiry Date:	31/12/2015
Officer			Application Number(s)	
Matthias Gentet			2015/6215/A	
Application Address			Application Type:	
161 Kentish Town Road London NW1 8PD			Advertisement Consent	
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):	
			Refuse Advertisement Consent	
Proposal(s)				
Display of non-illuminated hoarding sign on the Kelly Street elevation at second floor level.				
Consultations				
Summary of consultation responses:		<p>An objection from the Kentish Town Road Action was received, summarised as follow:</p> <ul style="list-style-type: none"> ○ similar application was previously refused in 2006; ○ several advertisement hoardings attached to buildings in this part of Kentish Town Road; ○ the road would suffer yet more street clutter; ○ proposal to be placed on the corner of a residential street and is an inappropriate position; ○ distraction to motorists ○ size of the hoarding is even longer that the previous one. 		
Site Description				
<p>The site address is a three-storey and roof mansard end of terrace property with a commercial unit at ground floor and residential to upper floors. The building is located at the junction of Kentish Town Road with Kelly Street. Kentish Town Road is a long and busy commercial street stretching from Camden Town tube station to the south all the way to Highgate Road to the north.</p> <p>Although the site is not in a conservation area, it sits on the border with Kelly Street Conservation Area and Kelly street to the east - which is lined with Grade II listed terraced houses - and Rochester Conservation Area and St Andrew's Church opposite, also Grade II listed.</p>				
Relevant History				
Site History:				
<p><u>2009/2370/P</u> – (granted on 15/09/2009) - Retention of change of use of lower ground and ground floors from retail (Class A1) to estate agent office (Class A2);</p> <p><u>2006/5584/A</u> – (refused on 31/10/2007) - Display of non-illuminated hoarding to flank wall at first and second floor levels;</p> <p><i>Reason for refusal: The proposed hoarding, by reason of its size, position and location on the flank elevation would appear visually obtrusive to the streetscene and the wider area including the adjoining</i></p>				

Kelly Street Conservation Area and the listed buildings contained within it. The hoarding would also obscure features of architectural interest on the building. The proposal is therefore considered to be harmful to the character and appearance of the host building, the streetscene and the wider area

Enforcement:

It must be noted that the hoarding currently in situ does not have the relevant permission. The same applies for the externally illuminated fascia signs and the new shopfront, and as a result, an enforcement case has been opened reference: EN15/1139 for “Display of 2 x externally illuminated fascia signs to Display of a non-illuminated board sign to side elevation. New shop front.”

Adjacent Sites:

The following is the list compiled from various sites across the borough demonstrating the Council's resistance to similar schemes, along with the Council's initiative to remove - or prevent the display of – hoardings in the borough:

2014/4624/A – (refused on 08/09/2014) - Display of hoarding sign to front elevation - **The Camden Head, 100 Camden High Street;**

2013/3547/A – (refused and appeal dismissed on 15/01/2014) - Display of an internally-illuminated hoarding sign at first and ground floor levels on east elevation - **52 Goodge Street;**

2013/2419/A – (refused and appeal dismissed on 11/02/1014) - Display of 1x internally illuminated advertising hoarding at second floor level to side elevation replacing existing hoarding on property - **1a New College Parade, Finchley Road;**

2013/2348/A – (refused on 05/07/2013) - Display of 1 x internally illuminated advertising hoarding at ground floor level to side elevation of property - **243 Gray's Inn Road;**

2013/2220/A – (refused on 12/06/2013) - Temporary display of internally illuminated digital hoarding and image boards on College Crescent elevation of existing school (D1) - **The Royal Central School of Speech and Drama, Eton Avenue;**

2013/0948/A – (refused on 16/04/2013) - Display of two internally illuminated hoardings to the east of a Signal Box and fronting onto the west side of York Way - **Land in front of signal box, (opposite junction with Crinan Street), York Way;**

2013/0768/A – (refused on 12/02/2013) - Temporary display of internally illuminated digital hoarding and image boards on College Crescent elevation of existing school (D1) - **Central School of Speech & Drama, 62-64 Eton Avenue;**

2013/0626/A – (refused on 12/02/103) - Display of 5 non-illuminated poster panels mounted on hoarding to existing shopfront (Class A1) - **72-74 Parkway;**

2012/6752/A – (refused and appeal dismissed on 29/07/2013) - Display of 1x non-illuminated advertisement hoarding on side elevation of existing building - **60 Cricklewood Broadway;**

2010/4758/A – (refused on 01/11/2010) - Display of non-illuminated polyester sign on hoarding fronting Platt's Lane - **2 Telegraph Hill;**

2009/2695/A – (refused on 10/09/2009) - Display of an externally illuminated sign on the hoarding fronting Platt's Lane for the duration of construction works - **2 Telegraph Hill;**

2009/1543/A – (refused on 02/07/2009) - Display of two externally illuminated fascias, internally illuminated projecting sign, roof mounted hoarding and illuminated wall mounted sign to retail unit - **250 Camden High Street;**

2009/1417/A – (refused and dismissed on appeal on 13/04/2010) - Installation of x1 non-illuminated frameless hoarding sign on Frognaal Road elevation - **164 Finchley Road**;

2009/0080/A – (refused on 05/02/2009) - Display of non-illuminated advertisement hoarding (3.9m x 2.2m) at first floor level (Frognaal elevation) - **164 Finchley Road**;

2006/4388/A – (refused and dismissed on appeal on 08/05/2007) - Display of a 3m x 3m internally illuminated panel on the side elevation of the building – **175 Kentish Town Road**;

2005/3480/A – (refused and dismissed on appeal on 23/01/2006) - Retention of internally illuminated advertisement hoarding - **107 - 109 Hampstead Road**.

Relevant policies

National and London wide policies and guidance

National Planning Policy Framework 2012

National Planning Policy Guidance 2014

London Plan 2015 consolidated with amendments since 2011

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

Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough – updated 2013.

LDF Core Strategy and Development Policies

Core Strategies Policies

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

Development Policies

DP24 – Securing high quality design

DP25 – Conserving Camden’s Heritage

DP26 – Managing the impact of development on occupiers and neighbours

Camden Planning Guidance 2015 (As amended)

CPG1 (Design) chapter 8

Kelly Street Conservation Area Appraisal (March 2011)

Rochester Conservation Area Appraisal (December 2001)

Assessment

1. Introduction:

1.1 The proposal is to replace an existing unauthorised hoarding board (see Site History) currently located on the top left hand corner of the side elevation (Kelly Street) with a similar hoarding board in the same location.

1.2 The measurements of the existing unauthorised hoarding board and the proposed signage are only an estimate as these have not been provided by the applicant nor has any drawings to scale been submitted allowing for the exact measurement to be taken. Only photographs of the side elevation and the existing unauthorised hoarding board have been submitted.

1.3 The existing unauthorised hoarding board is non-illuminated. Judging by its state, it would appear that the unauthorised hoarding board has been in its current location for a number of years (more than likely to be over 10 years). It is not possible to establish when it was last used to advertise anything in particular.

1.4 A previous application reference: 2006/5584/A for the display of a similar hoarding board was refused in 2007 (see Site History) on the grounds of being too large, out of scale on the flank wall, unacceptable high level of visual clutter and its proximity to Kelly Street Conservation Area and the Grade II listed buildings therein. The proposed signage was to be central to the side elevation between the first and second floor levels and partially obscuring the 4 blocked windows.

1.5 The unauthorised externally illuminated fascia signs and unauthorised shopfront - forming part of the enforcement case ref: EN15/1139 - have not been taken into account when assessing the proposal and bear no relevance to its refusal. The proposal has been assessed independently from those 2 issues.

2. Proposal:

2.1 The proposal is seeking advert consent for the display of a hoarding board measuring approximately 3.1m in height x 1.6m in width – corner to corner with the adjacent second and first floor blocked window - and 6.3m from ground level. The proposal is to be non-illuminated.

2.2 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.

3. Amenity:

3.1 Policy CS14 states that the Council is committed to improving Camden' streets and public spaces and encourages respect for local character and promotes high quality, clutter-free design to make streets and public places that are safe and easy to use for all.

3.2 Policy DP25 (Conserving Camden's Heritage) states that developments within Conservation Areas should preserve and enhance the character and appearance of the area as well as not permitting developments that it considers would cause harm to the setting of the listed building.

3.3 CPG1 states that advertisements will only be acceptable at a height no greater than fascia level given that advertisements above fascia level can appear visually obstructive and unattractive and furthermore signs that are unsympathetically designed can cause significant harm to the building and the local townscape. Signs should relate well to the character, scale and architectural features of the building and respect their local context.

3.4 The Kelly Street Conservation Area Appraisal raises concerns on the visual clutter evident as a result of excessive and inappropriate signage including advertising hoardings amongst other signage

types. A proliferation of signage, even of an appropriate design, could harm the character of the conservation area.

3.5 It is considered that the size and siting of the proposal, located above fascia level, would be such that it would appear visually obstructive and unattractive. At no point along this elevation are adverts located at second floor level or even above the fascia sign and as such, it would not be considered as appropriate and would harm the character of the host building, the streetscene and the predominantly residential character of the adjacent conservation area.

3.6 It must be noted that, although the unauthorised hoarding board has been in place for more than 10 years and has therefore deemed consent, the Council will consider serving a discontinuance notice to have the unauthorised hoarding board in situ - subject to the enforcement case ref: EN15/1139 – removed on the principle that it is unsightly and defacing a building.

4. Public Safety:

4.1 Given the size, siting and method of illumination of the proposed sign, no public safety issues are raised in terms of distracting drivers or having a negative impact on the pedestrians and would not conflict with Policy CS11 of the Core Strategy or policy DP21 of the Development Policies.

5. Recommendation:

5.1 The proposed non-illuminated sign, by reason of its size, position and location on the flank elevation would be visually intrusive in the streetscene and the wider area including the adjoining Kelly Street Conservation Area. The proposal is therefore considered to be harmful to the host building, the streetscene and the character and appearance of the conservation area, contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting High Quality Places and Conserving Our Heritage) of Camden's Local Development Framework Core Strategy 2010 and policies DP24 (Securing High Quality Design) and DP25 (Conserving Camden's Heritage) of Camden's Local Development Framework Development Policies 2010.