

Delegated Report			Expiry Date:	01/10/2015
Officer			Application Number(s)	
Matthias Gentet			2015/4523/A	
Application Address			Application Type:	
Camden Arts Centre Arkwright Road London NW3 6DG			Advertisement Consent	
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):	
			Refuse Advertisement Consent	
Proposal(s)				
Display of 1 x externally illuminated freestanding three panel poster board and information display board both fronting Finchley Road.				
Consultations				
Summary of consultation responses:				
Site Description				
The application site (designed as a library) is at the junction of Arkwright and Finchley Road. It comprises a fine Arts and Crafts / Tudor style building designed in 1897. The building is Grade II listed and within the Redington & Frognal Conservation Area.				
Relevant History				
Site History:				
<u>2014/4069/A</u> – (refused on 08/08/2014) - Display of 1 x non-illuminated freestanding three panel poster board and information display board both fronting Finchley Road.				
<u>2012/0704/A</u> – (granted on 16/03/2012) - Display of 3 x non-illuminated freestanding three panel poster board, one fronting onto Finchley Road and two onto Arkwright Road.				
Relevant policies				
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				

Assessment

1. Introduction

1.1 A previous application for a similar scheme was submitted in 2014 (see the above Relevant History) and refused.

1.2 This resubmission has introduced illumination to the proposal.

2. Proposal

2.1 The application relates to the addition of a “triple A0” poster frame free standing on supporting posts measuring 1.44m in height by 2.98m in width, and approximately 460mm from the ground – giving an overall height of 1.9m, as well as an information board measuring 1.4m in height by 1.5m in width, standing approximately 500mm from the ground - giving an overall height of 1.9m.

2.2 Both signs would be fronting Finchley Road, bringing the number of advertising boards to three, alongside an existing “triple A0” poster frame free standing advertisement (though non-illuminated).

2.3 The purpose would be to advertise events and exhibitions and would therefore comprise posters with text and graphics which will be changed on a regular basis.

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 The “triple A0” sign would be located alongside existing vegetation within the newly refurbished bedding, along the boundary wall, and the information display board would be situated by the side steps leading to the side entrance to the Art Centre.

3.2 The signs, as stated in the application form, would be externally illuminated. However, no details of the method of illumination have been submitted, and it is therefore not possible to assess this side of the proposal fully and accurately.

3.3 Suffice to say, the previous application for a similar development was refused on the detrimental impact the proposal would have on the neighbouring residential amenity, and harmful to the character and appearance of the conservation. The introduction of illumination to the resubmitted proposal – be it internal or external – would further re-enforce the unsuitability of the development in such location, and would be contrary to CPG1 which clearly states that

advertisements in conservation areas and on or near listed buildings require detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements on or near a listed building or in a conservation area must not harm their character and appearance. Free standing signs will not normally be accepted where they contribute to visual and physical clutter.

3.4 The proposed signage would be in addition to the already present 1 x "Triple A0" free standing sign on Finchley Road, 1 x information board positioned on the corner of Arkwright Road and Finchley Road and the further "Triple A0" poster frame and information board on the Arkwright Road frontage. The officer report for ref: 2012/0704/A relating to these existing signs had stated that future signs in addition to the ones then being recommended for approval would be unlikely to be acceptable.

3.5 These additional signs are considered to give rise to a cluttered appearance to the street scene on Finchley Road when viewed in conjunction to the signage already existing and would therefore be harmful to the character and appearance of the Conservation Area. Harm would also arise to the setting of the listed building behind this signage when viewed from Finchley Road.

3.6 It is therefore considered that in view of the cluttered appearance resulting to the streetscene and harm caused to the setting of the host listed building, and the inappropriate method of illumination, the proposal is contrary to policies CS14, DP24 and DP25.

4. Public Safety

4.1 The proposed signs would be located along, as well as facing onto, Finchley Road which is a busy dual carriage way providing fast access from Brent Cross to the north, all the way to Swiss Cottage to the south.

4.2 The application site is adjacent to and forms the corner to the traffic junction with Finchley Road and Arkwright Road.

4.3 The locations of the signage, in view of the method of illumination, have to be considered carefully. The proposed signs would invite drivers' attention onto the various events advertised by their very presence.

4.4 However, the distraction the illumination would create, being produced by lighting on a rather low level and on a small scale, is not powerful enough to be considered harmful to pedestrian and vehicle traffic, and therefore doesn't raise public safety concerns.

5. Recommendation

5.1 The proposed advert fails to comply with policies CS14, DP24 and DP25 of the Local Development Framework and Camden Planning Guidance CPG1. The application is therefore recommended for refusal.