

2016/4630/A

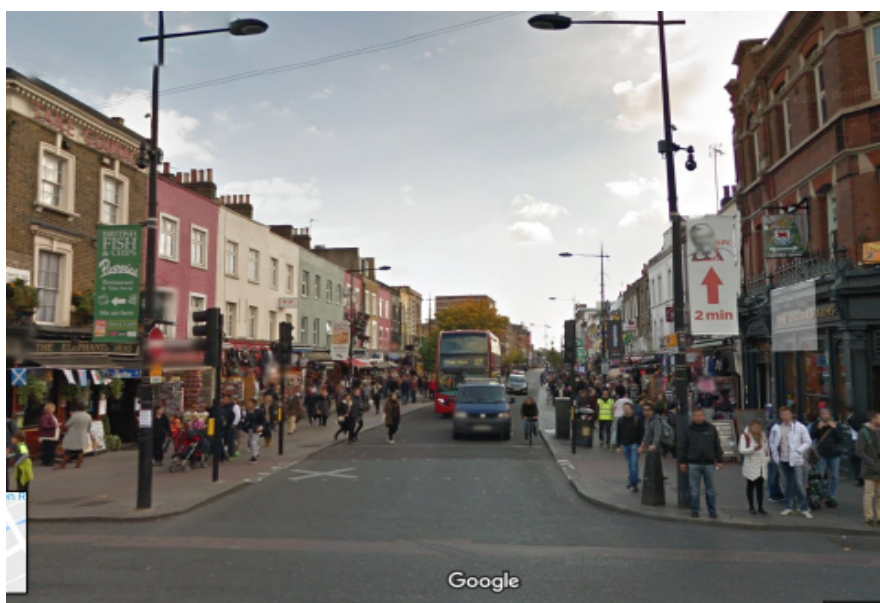
Banners on Camden High Street (Northern End)



Views of the lamp posts adorned with banners towards the junction with Chalk Farm Road



Views of the lamp posts adorned with banners going down to Camden Town Underground station



Another example of a banner advertising local businesses



Delegated Report		Analysis sheet	Expiry Date:	14/10/2016
(Members Briefing)		N/A	Consultation Expiry Date:	16/09/2016
Officer			Application Number(s)	
Matthias Gentet			2016/4630/A	
Application Address			Drawing Numbers	
Camden High Street London NW1 7BU			Please refer to decision notice	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
Display of 15 x double sided non-illuminated banners to lamp posts.				
Recommendation(s):		Grant Conditional Advert Consent		
Application Type:		Advertisement Consent		

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	00	No. of responses	00	No. of objections	00
Summary of consultation responses:	<ul style="list-style-type: none"> ○ Transport for London (TfL) (external), summarised as follow: <ul style="list-style-type: none"> ○ Due to high pedestrian flows in the area, the footway should not be blocked during the installation and maintenance of the banners. ○ The Council to fully consider the impacts on the basis that this section of Camden High Street forms part of the local road network and TfL Road Network thus TfL approval would be required. 					
CAAC comments: Camden Town CAAC	<p>An objection from the Camden Town CAAC was received, summarised as follow:</p> <ul style="list-style-type: none"> ○ Existing banners on lamp posts are not advertisement per se but instructions to seek 'Fish & Chips, 2min' etc..., which is rather different; <i>Officer's Response: Under regulation 3, advertisements are subject to control only in the interests of "amenity" and "public safety". The content, subject or design of an advertisement cannot be controlled under the Regulations unless it appears to the local planning authority to be required in the interests of "amenity" or "public safety". The colour, size of lettering or symbols, amount of text and type of materials used may be controlled but only in the interest of amenity and public safety.</i> ○ Consequently we are strongly against this application, particularly from Buck Street to Camden Town tube station being within a conservation area; <i>Officer's Response: See paragraph 2.5.</i> ○ Care should be taken not to spoil the special character of the area up to the canal and the Lock Markets; <i>Officer's Response: See paragraph 2.5 to 2.7.</i> ○ The mundaneness of the banners spoils the attraction and surprise of the street setting created by the 'edgy', idiosyncratic and inventive visual decorations. The Banners are boring. <i>Officer's Response: Under regulation 3, advertisements are subject to control only in the interests of "amenity" and "public safety". The content, subject or design of an advertisement cannot be controlled under the Regulations unless it appears to the local planning authority to be required in the interests of "amenity" or "public safety". Express consent cannot be refused because the local planning authority considers the advertisement to be unnecessary. The colour, size of lettering or symbols, amount of text and type of materials used may be controlled but only in the interest of amenity and public safety.</i> 					

Site Description

The site forms part of the northern end of Camden High Street, stretching from Camden Town Underground station to the junction with Chalk Farm Road. This section of Camden High Street has commercial units (mostly retail and restaurants) at ground and lower ground level, with a mixture of ancillary to the commercial units and residential at upper floors.

This stretch of Camden High Street forming part of the site area cuts through Camden Town Conservation Area from Camden Town Underground Station, leaves the conservation area, and enters Regent's Canal Conservation Area at the northern end.

Relevant History

Site Address:

2010/6102/A – (granted on 24/01/2011) - Display of non-illuminated, double-sided banner to 18 no. lampposts along Camden High Street.

Other Sites History within Camden:

The below list demonstrates the planning history of Banners across the borough from 2010, and subsequent approvals at the end of the 5 year period (or one year in some cases) for most of the sites. These types of applications are still being received with many determined in 2015 and 2016. There is currently a 'batch' of Banners application awaiting determination.

2014/7078/A – (granted on 03/12/2014) - Display of 4 x lamppost banners in various locations along Kilburn High Road - Kilburn High Road.

2014/7075/A – (granted on 03/12/2014) - Display of 4 x lamppost banners in various locations along Greville Street - Greville Street.

2014/7074/A – (granted on 06/01/2015) - Display of 6 x lamppost banners in various locations along St Giles High Street for a period of one year - St Giles High Street.

2014/7073/A – (granted on 06/01/2015) - Display of 9 x lamppost banners in various locations along Shaftesbury Avenue for a period of one year - Shaftesbury Avenue.

2014/7072/A – (granted on 06/01/2015) - Installation of 22 x lamppost banners in various locations along Kentish Town Road - Kentish Town Road.

2014/7071/A – (granted on 03/12/2014) - Display of 6 x lamppost banners in various locations along Highgate Road - Highgate Road.

2014/7070/A – (granted on 17/12/2014) - Installation of 3x lamppost banners and the retention of 6x lamppost banners in various locations along Parkway – Parkway.

2014/7069/A – (granted on 08/12/2014) - Installation of 27 x lamp post banners in various locations along Prince Albert Road (retrospective) - Prince Albert Road.

2014/7067/A – (granted on 03/12/2014) - Display of 7 x lamppost banners in various locations along Fortess Road - Fortess Road.

2014/6260/A - (granted on 24/10/2014) - Temporary display of 16 x double sided celebratory Eurostar banners on existing lamp posts along Euston Road from 08/11/2014 to 06/12/2014 - Euston Road.

2014/6259/A – (granted on 24/10/2014) - Temporary display of 15 x double sided celebratory Eurostar banners on existing lamp posts along Pancras Road from 08/11/2014 to 06/12/2014 - Pancras Road.

2013/2335/A - (granted on 23/07/2013) - The display of no. 20 non-illuminated PVC banners to be retro-fitted onto lamppost columns on Shaftesbury Avenue for a temporary period of 30 months - Shaftesbury Avenue.

2013/2333/A – (granted on 23/07/2013) - Temporary display of 61 non-illuminated PVC banners on existing lamppost columns on Euston Road until the 30/5/2013 - Euston Road.

2013/2286/A - (granted on 24/04/2013) - Display of 45 x non-illuminated lamp post banners along parts of New Oxford Street, Bloomsbury Way, High Holborn, Theobald's Road, Southampton Road and Kingsway for a temporary period from 22/04/2013 to 31/05/2013 in association with 'The Epic Garden Party' in Bloomsbury Square - Area incorporating New Oxford Street, Bloomsbury Way, High Holborn, Theobald's Road, Southampton Road and Kingsway.

2012/3179/A – (granted on 12/07/2012) - Installation of 10 non-illuminated lamp post banners located on Gordon Square for a temporary period from 1st July 2012 until 30th September 2012 - Gordon Square.

2012/2117/A – (granted on 02/05/2012) - Installation of 29 x banners to underside of Kings Cross Underground Station entrance, 7 x window graphics to Euston road elevation of Kings Cross Station, 6 x double-sided banners to Midland Road elevation of St Pancras Chambers and 2 x window graphics to Euston Station (Class Sui Generis) - Euston Station, St Pancras Chambers, Kings Cross Station, Euston Road.

2010/6113/A - (part granted/part refused on 24/01/2011) - Display of non-illuminated, double-sided banner to 30 no. lampposts along the lower half of Tottenham Court Road - Lower Half of Tottenham Court Road.

2010/6111/A - (part granted/part refused on 24/01/2011) - Display of non-illuminated, double-sided banner to 30 no. lampposts along the upper half of Tottenham Court Road - Upper Half of Tottenham Court Road.

2010/6106/A – (part granted/part refused on 24/01/2011) - Display of non-illuminated, double sided banner on 30 no. lampposts along Chalk Farm Road - Chalk Farm Road.

2010/6095/A - (granted on 24/01/2011) - Display of non-illuminated, double-sided banner to 15 no. lampposts along Hatton Garden - Hatton Garden.

2010/6089/A - (part granted/part refused on 24/01/2011) - Display of non-illuminated, double-sided banner to 21 no. lampposts on both sides of New Oxford Street - New Oxford Street.

Relevant policies

LDF Core Strategy and Development Policies

Core Strategy 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

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

Camden Planning Guidance 2015 (as amended)

CPG1 (Design) Chapter 8

Camden Town Conservation Area Appraisal (adopted October 2007)

Regent's Canal Conservation Area Appraisal (adopted September 2008)

Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough

Assessment

1. Proposal and Background

- 1.1 Advert Consent is sought for the display of non-illuminated double sided banners to be affixed to individual lamp posts on the east and west side of the northern end of Camden High Street.
- 1.2 This application is submitted following the 5 years consent previously granted in 2011 under planning reference: 2010/6102/A which expired on 24th January 2016. *[please see Relevant History above]*
- 1.3 The original 2011 approval was for 18 sites. This follow-up application is for 17 sites only. This is due to the reassessment of the entire proposal at informal pre-application stage in terms of any potential interference of the Banners with the CCTV in place.
- 1.4 Listed Buildings are not affected by any element of this application.
- 1.5 In view of the 5 year period having already expired, the Banners currently in situ benefit from deemed consent under Class 14 'Advertisements displayed after expiry of express consent'. Nevertheless the applicant has submitted this application for renewal of consent.
- 1.6 The principal issues considered to determine this application are summarised as follow:
- Visual Amenity
 - Public Safety

2. Visual Amenity

- 2.1 The non-illuminate double sided banner signs are to measure 2.2m in height by 0.78m in width to be affixed to individual lamp posts by means of 'arm brackets' at the top and bottom of the banners allowing for their display to be kept in position.
- 2.2 The banners will be erected at 2.8m from ground level to the base of the banners. Two banners located on the eastern side of the high street (between Inverness Street and Jamestown Road) are to be displayed slightly higher to ensure clearance from the view of the CCTV cameras.
- 2.3 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.
- 2.4 The proposed banners will be located on both sides of Camden High Street, as follows:
- 2 in Regent's Canal Conservation Area;
 - 8 in Camden Town Conservation Area; and
 - 7 outside the Conservation Area.
- 2.5 In terms of size and design, the banners are subordinate to the lampposts. The proposed banners would also be discrete additional features amongst the vast array of artistic and unique signage along this section of Camden high Street. This would therefore mitigate any negative impact the banners would otherwise have on the streetscape, skyline and the conservation areas.
- 2.6 It is acknowledged that the banner advertisements are aimed at promoting local businesses. Under regulation 3 of the Advertisement Regulations 2007, advertisements are subject to control only in the interests of "amenity" and "public safety". The content, subject or design of an advertisement cannot be controlled under the Regulations unless it appears to the local planning authority to be required in the interests of "amenity" or "public safety". The colour, size of lettering or symbols, amount of text and type of materials used may be controlled but only in the interest of amenity and public safety.

2.7 The banners have previously been granted advertisement consent and they would not detract from the appearance of the surrounding environment and would preserve the character and appearance of the conservation area.

3. Conclusion

3.1 In conclusion, the proposed non-illuminated double sided banners are considered appropriate in terms of size, design, materials to be used and locations, and would preserve the character and appearance of the high street and conservation areas in accordance with the Council's policies.

4. Public Safety

4.1 The nature of the development does not raise any concerns in terms of the safety of the public, be it pedestrians, local residents and/or road users (drivers and cyclists).

5. Recommendation

5.1 Grant Advertisement Consent

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 19th September 2016, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to www.camden.gov.uk and search for 'Members Briefing'.

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

Application Ref: **2016/4630/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

14 September 2016

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Camden High Street
London
NW1 7BU

DECISION

Proposal:
Display of 17 x double sided non-illuminated banners to lamp posts.
Drawing Nos: Technical Information; Banner Look Book; Location Map; Cover Letter;
Individual Sites Plan.

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

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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.

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

Executive Director Supporting Communities

DRAFT

DECISION