

Delegated Report			Expiry Date:	31/10/2016
Officer		Application Number(s)		
Matthias Gentet		2016/4748/A		
Application Address		Application Type:		
Drive to garages of 224-262 West End Lane Between 254 and 256 West End Lane London NW6 1UU		Advertisement Consent		
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):	
			Refuse Advertisement Consent with Warning of Enforcement Action to be Taken	
Proposal(s)				
Display of a non-illuminated banner mesh sign above drive and between 254 and 256 West End Lane, at first floor level.				
Consultations				
Summary of consultation responses:		Consultations were not carried out for this application due to the type of the proposal.		
Site Description				
<p>The site address is an alleyway/drive giving access to garages to the rear of rows of 3-story plus attic red brick terrace houses located to the north-eastern end of West End Lane, in close proximity to Grade II listed Fire Station to the north west of the site, Grade II listed public lavatory right opposite and West End Green further north.</p> <p>The alleyway/drive is accessible directly from the street with pavement on either side, is located in a conservation area and part of West End Green London village.</p>				
Relevant History				
Site History:				
<u>CTP/F4/17/A/11294</u> – (granted on 28/07/1971) - The erection of three brick garages and a store at the rear of Queens Mansions, 224-234 West End Lane. Camden.				
Site Enforcement History:				
<u>EN16/0446</u> - Large Cedar Estates banner across access between 254 & 256 & board above garages.				
Other Sites History within Camden:				
<u>2016/3172/A</u> – (granted on 24/08/2016) - Temporary display of a non-illuminated banner (measuring 0.7m in height by 1.2m in width) to be attached to the railings outside Hampstead High Street				

Underground Station from 07/06/2016 to 17/09/2016 - Railings outside Hampstead Underground Station, Hampstead High Street;

2015/0501/A – (refuse with warning of enforcement action to be taken on 01/04/2015) - Display of 1 x non illuminated banner sign at 1st-3rd floor level of John Street facade and 1 x non illuminated banner sign at 1st -3rd floor level of Theobald's Road façade - Hult International Business School, 37-38 John Street.

2015/1657/A – (refused with warning of prosecution action to be taken on 11/08/2015) - Display of 2x non-illuminated banner signs (flat plastic) to front elevation at first and second floor levels - 387 Kentish Town Road.

2013/5280/A – (refused on 28/01/2014) - Temporary display of 6m by 9m banner on 1st and 2nd floors of front elevation of pub - The Enterprise, 2 Haverstock Hill.

2013/4231/A – (refused on 19/09/2013) - Installation of 1 x PVC wall mounted banner (3000mm x 765mm) to front elevation of existing educational establishment - 19 Ridgmount Street.

2012/5814/A – (refused on 13/12/2012) - Display of 1x non illuminated projecting sign (PVC banner) - University College London Student Union, 25 Gordon Street.

2009/1745/A – (refused with warning of prosecution action to be taken on 30/04/2010) - Retention of a non-illuminated banner on the south western corner of building - International House, 16 Stukeley Street, Covent Garden.

Other Sites Enforcement History within Camden:

EN16/0549 - Banner attached to window - 154A Royal College Street.

EN16/0463 - Unauthorised display of a blue neon banner sign fixed flat to the elevation at 1st and 2nd floor level - 25A Hatton Garden.

EN16/0224 - Banner is larger than approved; and the banner significantly impairs the visual amenity of this site in the centre of the Seven Dials/Covent Garden Conservation Area. In the application (2015/0283/A) clearly states that the purpose of the advertisement is to generate revenue, which likely explains why they advertisement has permission for a long period, yet no works are taking place - Crown & Anchor PH, 22 Neal Street.

EN16/0186 - Banner on buildings - Block 11 – 20, Parliament Hill Mansions, Lissenden Gardens.

EN15/1093 - Banners advertising afternoon teas on listed church - St. Mark's Church, Prince Albert Road Gate.

EN15/0679 - Large banner sign covering upper floors of building - 71 Camden High Street.

EN14/1123 - Banner flag on side elevation - The Foundling Museum, 40 Brunswick Square.

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

West End Green Conservation Area Appraisal (Adopted 28th February 2011)

Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough

Assessment

1. Background

- 1.1 The non-illuminated mesh banner is in situ without the due permission. It is a replacement of a previous PVC banner of a slightly larger size but affixed in the same position. The replacement which forms part of this application is of different material and colour background, see-through and attached to both side elevations by all corners.
- 1.2 Both banners were/are used to advertised for Cedar Estate. Only a photo has been provided as supporting evidence. The measurements are taken from the details provided in the application form as there is no other source.
- 1.3 The new banner has only been in place for a few months, and is the subject of an enforcement case reference: EN16/0446. *[See Relevant History above]*

2. Proposal

- 2.1 This proposal is seeking advert consent for the continued display of a non-illuminated mesh banner sign affixed at first floor level above an alleyway/drive between 254 and 256 West End Lane, leading onto garages to the rear of 224-262 West End Lane.
- 2.2 The see-through banner mesh measures 0.9m in height by 3m in width and only 5mm in thickness. The distance between the ground level and the base of the banner sign is 5m.

3. Visual Amenity

See-through Banner

- 3.1 The non-illuminated see-through mesh banner is located at the entrance of the alleyway/drive leading to the garages at the rear. It is advertising 'Cedar Estate' and 'garages, spaces & storage TO RENT' along with their contact details such as phone number, email address, website.
- 3.2 Camden Planning Guidance CPG1 (Design) clearly 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.*'
- 3.3 The nature of the advertising on the mesh banner is quite clearly unrelated to any local landmark and is purely for commercial publicity. For this type of advertisement, the Council would only consider the temporary display of a banner sign which, being in place in the correct location such as lower level and only for a limited period of time, would not have a profound impact on the amenity of the surrounding area. Such advertisements have been granted advert consent in recent months like for example the banner to be displayed on the railing outside

Hampstead Underground Station for just a few weeks in connection to a local bakery. [See *Relevant History above*].

- 3.4 The see-through mesh banner sign is in full view from the highstreet and surrounding area. West End Green Conservation Area Appraisal highlights the plight and proliferation of unattractive signage within West End Lane which have degraded the streetscape, and that signage should be appropriate for the conservation area.
- 3.5 The see-through mesh banner is unattractive, has a 'dirty' appearance and by the very nature of its material (mesh) and background colour (white), makes the visibility of the writing very difficult to read once the sunlight is shining on it. All that is left is a piece of material that appears to be floating between two buildings, creating visual clutter, and has not purpose other than advertising a business 'in the air' which is not a location that can be considered acceptable or appropriate.

4. Public Safety

- 4.1 Due to the lack of illumination and height of installation, public safety is not compromised by the development.

5. Conclusion

- 5.1 The proposed non-illuminated mesh banner sign by virtue of its size, design, materials and location result in an incongruous addition creating visual clutter which is detrimental to the appearance and character of the adjacent buildings, streetscape and the conservation area, contrary to Core Strategy Policies CS5 (Managing the impact of growth) and CS14 (Promoting high quality places and conserving our heritage) and Development Policies DP24 (Securing high quality design), DP25 (Conserving Camden's Heritage) and DP26 (Managing the impact of development on occupiers and neighbours) of Camden's Local Development Framework.

6. Recommendation

- a. Refuse advert consent; and
- b. Serve an enforcement notice.

That the Head of Legal Services be instructed to issue an **Enforcement Notice** under Section 172 of the Town and Country Planning Act 1990 as amended to remove the internally illuminated fascia sign with return down along the right hand side of the glazing frontage, and internally illuminated projecting sign and officers be authorised in the event of non-compliance, to commence legal proceedings under Section 179 or other appropriate power and/or take direct action under Section 178 in order to secure the cessation of the breach of planning control

The Notice shall allege the following breach of planning control:

Display of a non-illuminate banner mesh sign above drive and between 254 and 256 West End Lane, at first floor level.

WHAT YOU ARE REQUIRED TO DO:

1. Remove the non-illuminate banner mesh sign above drive; and
2. Make good any resulting damage.

PERIOD OF COMPLIANCE

The Notice shall require that the non-illuminate banner mesh sign above drive be removed within a period of 3 months of the Notice taking effect.

REASONS WHY THE COUNCIL CONSIDER IT EXPEDIENT TO ISSUE THE NOTICE.

The proposed non-illuminated mesh banner sign by virtue of its size, design, materials and location result in an incongruous addition creating visual clutter which is detrimental to the appearance and character of the adjacent buildings, streetscape and the conservation area, contrary to Core Strategy Policies CS5 (Managing the impact of growth) and CS14 (Promoting high quality places and conserving our heritage) and Development Policies DP24 (Securing high quality design), DP25 (Conserving Camden's Heritage) and DP26 (Managing the impact of development on occupiers and neighbours) of Camden's Local Development Framework.