

Delegated Report			Expiry Date:	05/12/2017
Officer			Application Number(s)	
Emily Whittredge			2017/5628/A	
Application Address			Application Type:	
Delancey Street London NW1 7PS			Advertisement Consent	
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):	
			Refuse Advertisement Consent and Warning of Enforcement Action	
Proposal(s)				
Display of advertisement to boundary wall.				
Consultations				
Summary of consultation responses:		There is no statutory public consultation for applications for advertisement consent. Objections were received from: <ul style="list-style-type: none"> • 64 Albert Street, • 17/19 (Flat 4), 32, 70 Delancey Street, • 47 Regent's Park Road (Flat 6), • 81, 83, 85 Arlington Road 		
		on the grounds of: <ul style="list-style-type: none"> • Harm to setting of the conservation area • Garish, trite, facile, anodyne, intrusive, ugly, vulgar, tatty, too much, 'in your face', an eyesore, unsightly • Harm to setting of listed buildings • Inappropriate, incongruous • Excessive scale • Inappropriate commercial development in residential area, out of keeping 		
		The Camden Town Conservation Area Advisory Committee has objected on the grounds of: <ul style="list-style-type: none"> • Harm to the setting of listed buildings in the immediate area • Leaseholders may not have permission from the owner of the wall to display an advertisement • Harm to the settings of Camden Town CA, Primrose Hill CA, Regents Park CA, Royal Regents Park. • Out of keeping with the residential area 		
Site Description				
The application relates to the boundary wall of a car park on the south side of Delancey Street near the junction with Parkway. The site lies on the boundary, but outside of, the Camden Town Conservation Area and opposite a Grade II listed terrace.				
Relevant History				
2007/2923/A - Display of 2no. floodlit advertisement hoarding on external wall of car park. – Refused				

20/11/2007

Reasons for refusal: The proposed hoardings by virtue of their size, position and method of illumination would be detrimental to the visual amenities of the streetscene and the character and appearance of this part of the Camden Town Conservation Area, contrary to policy B4 of the London Borough of Camden Replacement Unitary Development Plan 2006 and information contained within Camden Planning Guidance 2006.

AE9800649- The display of painted advertisements on the single storey brick boundary wall.- **Granted**
15/10/1998

Relevant policies

Camden Local Plan

Policy A1 Managing the impact of development

Policy D4 Advertisements

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

Camden Planning Guidance 2011 (as amended)

National Planning Policy Framework 2012

Assessment

Proposal

The application seeks the retention of an advertisement displayed on the boundary wall to the car park near the junction with Parkway. The wall is approximately 2.5m high, with the proposed advertisement covering approximately 50m of its length. The advertisement itself is printed on vinyl-faced boards that are fixed, edge to edge, to the face of the wall.

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.

Amenity

Camden Planning Guidance CPG1 (Design) states that 'advertisements and signs should respect the form, fabric, design and scale of the host building and setting. All signs should serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area.'

CPG1 (Design) also further 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 and must not obscure or damage specific architectural features of buildings.'

The site, although not within the conservation area boundary, faces Delancey Street, which is within the Camden Town conservation area. The terrace opposite the site is Grade II listed, as is the adjacent public house and the houses on Mornington Terrace. As such, the display of advertisements on this site has an impact on the appearance of the conservation area and on the setting of the adjacent listed buildings.

The boards with vinyl surface cover almost the entire length of the wall and fundamentally changes its character. The material is recognisable as being fixed over the wall, obliterating the fabric behind. The boards appear modern and uniform in contrast to the textured character of the historic wall that they obscure. Vinyl is an unsympathetic material in the context of this site, and would have an adverse effect on the character and appearance of the conservation area and the setting of the listed buildings.

The proposed advertisement features realistic visual depictions of estate agents boards, which are repeated at frequent intervals along the length of the wall. The repeated printed images of advertisements within a much larger advertisement have a similar visual impact to the display of multiple estate agents boards within the streetscene.

The wall was formerly painted white with smaller areas of graphics painted on top of it. The acceptability of the previous advertisement has not been formally assessed, but it is noted that the proposed advertisement boards is materially more substantial in scope and visual impact than the murals. The printed advertisement boards, including colour and graphics, entirely fills the height and length of the wall, barring the westernmost end, which is uncovered.

The effect of the advertisement is one of visual clutter that jars with the surrounding environment. The graphics are highly visible from the junction with Parkway and also in longer views along Delancey Street. The Camden Town Conservation Area Management Strategy states that advertisement hoardings are considered unacceptable forms of advertising in the Conservation Area. Whilst the display is not a hoarding, its scale has a similar impact on the streetscene to a hoarding, and is considered to cause harm.

It is considered that the size, character and siting of the proposal is such that it is unduly dominant, and cannot be considered an appropriate feature to this prominent boundary wall. It is considered that the proposal would fail to preserve or enhance the character and appearance of the adjacent Conservation

Area, and would result in harm to the setting of the listed buildings on Delancey Street and Mornington Terrace, including the Edinburgh Castle public house.

Public Safety

The advertisements are considered unlikely to raise significant public safety issues in terms of distracting drivers, given that they are static and non-illuminated.

Other matters

The applicant states that they believe the advertisement to have deemed consent as there have been have been advertisements displayed on this wall continuously for over 10 years. However, this application seeks advertisement consent rather than to determine deemed consent, and will therefore be considered on its own merits.

It is noted that the painted mural advertisement displayed in 2008 ('Parkways') did not include the easternmost section of wall that was later covered with a different mural ('Olivers'), so there has not been advertisement for a continuous period of 10 years on this section of the wall. Formal consent was granted in 1998 for the painted mural ('Parkways'), but not for the subsequent mural that was displayed immediately prior to the advertisement that is the subject of this application.

There does not appear to be evidence of the earlier murals attracting graffiti, while there are at least two examples of graffiti on the applicant's advertising boards in the relatively short period of their being displayed.

The Camden Town Conservation Area Advisory Committee questions whether the applicant has permission from the owner of the wall to display an advertisement on it. Ownership is not a material consideration for the current application for advertisement consent, as the lawfulness of the existing sign is not under assessment.

Conclusion

The display of the advertisement, by reason of its size, scale, material, and prominent location, is an incongruent addition resulting in visual clutter which is harmful to the visual amenity of the streetscene, the character and appearance of the conservation area and the setting of the surrounding listed buildings, contrary to policies A1 and D4 of the Camden Local Plan 2017.

Recommendation

Refuse Advertisement Consent and Warning of Prosecution

That the Borough Solicitor be instructed to commence prosecution under Section 220-225 of the Town & Country Planning Act 1990 as amended and to pursue any legal action necessary to secure compliance and officers be authorised in the event of non-compliance, to take direct action in order to secure the cessation of this breach of planning control.