

<b>Delegated Report</b>			<b>Expiry Date:</b>	<b>20/09/2018</b>
<b>Officer</b>			<b>Application Number(s)</b>	
Matthias Gentet			2018/3151/A	
<b>Application Address</b>			<b>Application Type:</b>	
Land Adjacent to the Roundhouse Theatre on the corner of Chalk Farm Road and Regent's Park Road LONDON NW1 8EH			Advertisement Consent	
<b>1<sup>st</sup> Signature</b>	<b>2<sup>nd</sup> Signature (If refusal)</b>	<b>Conservation</b>	<b>Recommendation(s):</b>	
			Refuse Advertisement Consent	
<b>Proposal(s)</b>				
Temporary display of an internally illuminated LED digital display board measuring 12.6m in width by 3.5m in height and 0.6m in depth sitting atop existing timber fence, on the corner of Chalk Farm Road and Regent's Park Road				

## Consultations

<b>Summary of consultation responses:</b>	<p>One objection from a resident was received, summarised as follow:</p> <ul style="list-style-type: none"><li>- Trend towards digital advertisements is becoming omnipresent, animated adverts everywhere;</li><li>- Cheapening the visual environment;</li><li>- Suggest keeping the existing static boards and refusing permission for this digital idea.</li></ul> <p><u>Officer's Response:</u> <i>See paragraphs 3.2, 3.3, 4.1 to 4.6 in the below report</i></p>
<b>London Underground</b>	<p><b>London Underground Infrastructure Protection:</b> London Underground Infrastructure Protection has no comment to make on this application.</p>
<b>Transport for London (TfL)</b>	<p><b>Transport for London (TfL)</b> has provided the following comments:</p> <ul style="list-style-type: none"><li>- Having assessed the proposals, I can confirm that TfL Spatial Planning team has no comments to make on this planning application.</li><li>- However the location of this proposal appears to be close to the Network Rails, and London Underground assets.</li><li>- Therefore, I have forwarded this application to Network Rail's team (TownPlanningSE@networkrail.co.uk ) and London Underground team ((SMBLocationEnquiries@tfl.gov.uk) who will separately provide comments directly to you.</li></ul> <p><u>Officer's Response:</u> <i>The application is now in its 13<sup>th</sup> week and no comments have been received from Network Rail.</i></p>

## Site Description

The site relates to a piece of land directly adjoining the Roundhouse which is a Grade II\* listed building. Sited on the corner of Chalk Farm Road and Regent's Park Road, it is to the north-west of the theatre and looking onto a traffic junction comprising Chalk Farm Road, Crogsland Road, Haverstock Hill, Adelaide Road and Regent's Park Road.

The site sits just outside Regent's Canal Conservation Area to the south-east, which includes the Roundhouse theatre, and is earmarked for redevelopment.

## Relevant History

### Site History:

**2016/5760/P** – (granted subject to S106 on 16/08/2018) - The erection of a new building ranging from two to four storeys in height to accommodate new studios (Class D1) and offices (Class B1) within the service yard and the addition of a sixth storey to the existing 'container' office building for office accommodation (Class B1) together with installation of rail side storage containers and associated works within the service yard area.

**2016/5761/L** – (granted on 16/08/2018) - The erection of a new building ranging from two to four

storeys in height to accommodate new studios (Class D1) and offices (Class B1) within the service yard and the addition of a sixth storey to the existing 'container' office building for office accommodation (Class B1) together with installation of rail side storage containers and associated works within the service yard area.

**LEX0200187** – (refused on 30/04/2002) - Display of 'LED' signage measuring 3.14m (length) and 0.75m (high) at 4m above street level facing onto Chalk Farm Road.

**AEX0200044** – (refused on 30/04/2002) - Display of 'LED' signage measuring 3.14m (length) and 0.75m (high) at 4m above street level facing onto Chalk Farm Road.

**9380082** – (refused on 09/09/1993) - Display of 3 hoardings measuring 12m x 3m (96 sheet panels) and one hoarding measuring 6m x 3m (48 sheet).

**9370115** – (refused on 09/09/1993) - Erection of 4 advertising hoardings.

**9280161** – (refused on 11/11/1992) - Display of 2 signboards externally illuminated by floodlight.

**9270184** – (refused on 10/12/1992) - The display of 2 signboards to the street frontage of the property together with the provision of 2 floodlights.

**CA/3010** – (refused on 28/11/1972) - Adjacent to the Roundhouse, Chalk Farm Road two signboards (non-illuminated) as follows:- 1. Builders' and sub-contractors - 3.05m (10') long by 2.45m (8') deep at an overall height of 4.88m (16') 2. Architects, Q.S. Engineer / details of project 8.23m (27'3") long by 2.29m (7'6") deep at an overall height of 4.42m (14'6").

#### **Site Enforcement History:**

**EN06/0891** - Erection of banners – Case Closed on 27/11/2006: Breach Ceased.

**EN980317** - Erection of 5 advertisement hoardings – Case Closed on 05/12/2006: To be treated as part of phase II of the hoardings initiative.

**EN981273** - Banner advertisements on Chalk Farm Road frontage – Case Closed on 05/03/1999: Advertisements had been removed - No Breach Found.

**EN1427** - Erection of two advertisement hoardings behind and above the boundary wall adjoining Chalk Farm Road and Regents Park Road – Historical case that has never been closed.

#### **Other relevant sites within Camden concerning LED digital screen displays:**

##### **Camden High Street**

###### **N0176**

**2018/2159/A** – (refused on 10/07/2018) - Display of an internally illuminated LED digital display screen (measuring 3m in height by 14.30m in width and 0.3m in depth) on the curved elevation above first floor windows.

##### **Adjacent to Camden Town Underground Station**

**2016/3005/A** – (refused on 22/07/2016 and **dismissed on appeal** (ref: APP/X5210/16/3160523) on 03/02/2017) - Display of an internally illuminated LED digital display sign and mural surround.

**2015/6179/A** – (refused on 01/02/2016) - Installation of 1 x digital LED display screen (3.846m x 6.596m).

##### **Royal Mail Delivery Office, 1 Barnby Street**

**2014/1027/A – (refused on 26/03/2014 and dismissed on appeal on 02/03/2015) -** Erection of a free standing digital advertisement display unit.

**St Giles Hotel, Bedford Avenue**

**2015/3210/A – (refused on 24/08/2015 and dismissed on appeal on 18/11/2015) -** Display of 1x digital display screen (6.0 x 39.8 metres) to Tottenham Court Road elevation at 1st and 2nd floor level.

**University College Hospital, 235 Euston Road**

**2013/6400/A – (refused on 22/10/2013 and dismissed on appeal on 31/12/2013) -** Display of digital screen to front elevation of hospital.

**2012/4564/A – (refused on 18/10/2012 and dismissed on appeal on 11/07/2013) -** Display of digital screen and lettering to front elevation of hospital.

**Finchley Road**

**1a New College Parade**

**2013/2419/A – (refused on 01/07/2013 and dismissed on appeal on 11/02/2014) -** Display of 1x internally illuminated advertising hoarding at second floor level to side elevation replacing existing hoarding on property.

**No124**

**2018/0553/A – (refused on 18/07/2018) -** Display of an LED internally illuminated digital advertisement sign measuring 3.2m in width by 5.76m in height.

**2014/3174/A – (refused on 18/07/2014) -** Display of one internally illuminated fascia sign at first floor level of building.

**2013/2349/A – (refused on 19/06/2013 but allowed on appeal on 10/03/2014) -** The display of an internally illuminated display board to the side elevation above existing retail unit (Class A1) at first floor level

**Land adj. No135**

**2013/8151/A – (refused on 14/02/2014 and dismissed on appeal on 27/06/2014) -** Digital media display on a freestanding advertising display unit.

**2012/0076/A – (refused on 31/05/2012 and dismissed on appeal on 11/01/2013) -** Display of internally illuminated digital display panel on monopole.

**The O2 Centre, 255**

**2012/1491/A – (refused on 16/05/2012 and dismissed on appeal on 13/12/2012) -** Erection of a double sided free standing totem with digital screens.

**Jewish Community Centre, No341-351**

**2018/0744/A – (refused on 15/05/2018) -** Display of 1 x internally illuminated wall-mounted advertisement screen on south facing flank elevation.

**2013/7024/A – (refused on 03/01/2014 and dismissed on appeal on 27/06/2014) -** Installation of a free standing LED internally illuminated public information display sign.

**British Telecom, 138 Maida Vale**

**2014/4108/A – (refused on 18/07/2014 and dismissed on appeal on 04/12/2014) -** Display of a free standing internally illuminated sign in the forecourt.

**Adjacent to Whitefield Memorial Church, Tottenham Court Road**

**2015/1209/A – (refused and warning of prosecution action to be taken on 24/04/2015) - Display of a digital illuminated signage measuring 6.6m x 3.4m x 0.4m at 1.9m from ground level.**

**On the corner of York Way and Freight lane**

**2014/4102/A – (refused on 18/07/2014 and dismissed on appeal on 08/01/2014) - Display of a free standing internally illuminated sign.**

**124 West End Lane**

**2009/2923/A – (refused on 06/10/2009) - Installation of digital LED screen (1.8m x 9.4m) at fascia level on corner of West End Lane and Blackburn Road to display advertisements (changing every 710 seconds).**

The following enforcement cases are to be taken into consideration as being relevant to the refusal of this proposal, representing and supporting the Council's initiative to remove unsightly hoardings:

**Land adjoining 279 Finchley Road**

o **EN09/0102 – display of two advert hoardings (Appeal against discontinuance notice dismissed on 26/02/2013)**

**Central School of Speech and Drama College Crescent**

o **EN07/0473 – Display of two advert hoardings, each 1 x 48 sheet (Appeal against discontinuance notice dismissed on 21/05/2013)**

## **Relevant policies**

### **National Planning Policy Framework, 2018**

### **The London Plan 2016**

### **London Borough of Camden Local Plan 2017**

A1 (Managing the impact of development)

D4 (Advertisements)

T1 (Prioritising walking, cycling and public transport)

### **Camden Planning Guidance (2018)**

CPG Advertisements (March 2018)

CPG1 - Design (July 2015 updated March 2018)

CPG6 - Amenity (September 2011 updated March 2018)

### **Regent's Canal Conservation Area Appraisal (September 2008)**

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

## **Assessment**

### **1. Background**

1.1 The digital screen is proposed to be displayed on a piece of land sitting adjacent to the Roundhouse Theatre and would replace 2 large existing internally illuminated advertising boards, one fronting Chalk Farm Road and the other facing onto Regent's Park Road. The proposed signage would be displayed for a temporary period of 3 years due to the forthcoming redevelopment of the land that would see the erection of new building providing new studios (D2) and offices (B1) as approved under applications references: 2016/5760/P & 2016/5761/L

[See Relevant History above].

- 1.2 Judging by the planning history of the site, it would appear that the existing commercial advertising boards are in situ without the required consent, despite several Advertisement Consent applications having been submitted over the years that have all been refused. However, photographic images shows that the signage boards have been in place for more than 10 years and are now therefore immune from prosecution [See Relevant History above].
- 1.3 Similar applications for the replacement of the existing commercial display boards with 2 internally illuminated LED digital display boards were submitted in 2017 (reference: 2017/3513/A & 2017/3737/L) but were subsequently withdrawn on request from the applicant.

## **2. Proposal**

- 2.1 The proposal is seeking advertisement consent for the display of an internally illuminated LED digital screen affixed on to large poles (free standing) anchored into the ground directly behind the historic brick boundary wall with timber fencing atop. It would replace the existing illuminated 48 sheet (6.5m x 3.5m) and 96 sheet (12.6m x 3.5m). The advertising face of the sign would protrude above the timber fencing and no element of the proposed signage is to touch any part of the listed boundary wall.
- 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. Assessment**

- 3.1 The principle considerations in the determination of this application are:
- Visual Amenity
  - Public Safety
- 3.2 The proposed internally illuminated LED digital screen would measure approximately 12.7m in width by 3.55m in height (with framed) and 0.65m in depth (thickness), standing 1.6m above ground level. The actual advertising face of the sign would measure approximately 12.2m in width by 3.05m in height providing an advertising face/area of approximately 37.2sqm. A 'light baffle' is to be added on the left hand edge of the sign to prevent light pollution affecting the residents of Stockholm Apartments on Chalk Farm Road, in response to concerns raised under the previous 2017 application.
- 3.3 The new digital screen sign would see the reduction of the number of advertising billboards from two to one single sign and its relocation to the curved corner of the site. It would thus be facing directly onto the traffic junction to the north-northwest which comprises Chalk Farm Road, Crogsland Road, Haverstock Hill, Adelaide Road - including the Grade II listed Chalk Farm Road Underground Station on its corner, and Regent's Park Road.

## **4. Visual Amenity**

- 4.1 CPG (Advertisements) states that '*Digital advertisements are by design visual prominent and attention grabbing with their illuminated images, especially when they are large in size. They are not suitable for locating in some areas. Factors which make a location less suitable for digital billboards include locations:*
- *Within conservation areas;*
  - *Within predominantly residential areas;*
  - *With a uniform heritage character,*
  - *near listed buildings; and*

- *where the advertisement could become the most prominent feature of the street scene.*

4.2 The guidance further states that *'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. The Council will resist the illumination of hoardings where it is a nuisance or out of character with the area.'*

4.3 Policy D4 of the Camden Local Plan 2017 states that *'The Council will support advertisements that preserve the character and amenity of the area, and preserve or enhance heritage assets and conservation areas. Advertisements that contribute to street clutter in the public realm, cause light pollution to nearby residential properties or wildlife habitats, or impact upon public safety, will be resisted.'*

4.4 The chosen siting is highly prominent. The existing advertising panels have a negative impact on the streetscape. They are bulky and overly dominant in the streetscape and obscure views eastwards of the Grade II\* listed Roundhouse as well as the part of Regents Canal conservation area that includes it. Whilst both existing signs will be removed and the new digital screen relocated to the curved corner of the site, the harmful impact of the advertising fixture will continue and indeed now be made significantly worse by method of illumination which would change from two back-lit vinyl displays (hoisted mechanically) to one LED digitally illuminated screen. Digital advertisements appear significantly more visually obtrusive than the back-lit vinyl displays and would create visual clutter. Although the advertisement would provide a range of static images only, changing every 10 seconds (not flashing), and with a level of illuminance not exceeding 400cd/m, the very nature of LED digital method of illumination with a rotating display would transform the advertising face of the sign into an entire source of light and glare. This would increase the risk associated with distraction to road users.

4.5 The addition of a 'light baffle' to the left hand edge of the digital screen would have limited effect in terms of minimizing the light pollution on surrounding residential units as intended. Indeed, this would seem to benefit the residents in Stockholm Apartments only. Anyone occupying the upper floors from nos.87 and 88-89 Chalk Farm Road and further along on Haverstock Hill to the northwest would feel the full illumination of the advertising feature. The 'light baffle' would therefore not address the detrimental impact that the presence of the signage would have on the streetscape as a whole.

4.6 Despite its temporary nature, the proposed advertisement, by virtue of its size, design, location and method of illumination, would not only replace existing 2 back-lit commercial advertising boards that are already bulky and unattractive but also further exacerbate the harmful impact that those existing signs already have on the streetscape. It would fail to preserve or enhance the character and appearance of the adjacent Regent's Canal Conservation Area and would harm the setting of the grade II\* listed Roundhouse Theatre.

## **5. Public Safety**

5.1 The site is located on Chalk Farm Road (A502) which forms part of the strategic road network and is therefore a busy traffic corridor including cyclists and pedestrians. The site is located directly adjacent to a large and complex signalised junction (Chalk Farm Road, Haverstock Hill, Regent's Park Road, Adelaide Road and Crogsland Road). The proposal would introduce a large scale digital advertising display on the property boundary. This would tend to be invisible to westbound traffic on Chalk Farm Road. However it would be visible to eastbound traffic approaching the junction from Haverstock Hill and Adelaide Road and to southbound traffic emerging from Crogsland Road onto Chalk Farm Road.

5.2 Transport for London (TfL) has published a document titled 'Guidance for Digital Roadside

Advertising and Proposed Best Practice'. This suggests that digital advertising displays should be located in the nearside view (i.e. to the left as road users look ahead). The proposal clearly fails to adhere to the TfL guidance in this regard. The consequence of this is that road users would need to take their eyes off the road to view the digital advertising display as they approach it. This could lead to dangerous situations due to road users becoming distracted and vulnerable road users such as cyclists and pedestrians would be at particular risk.

5.3 Road users heading from Haverstock Hill/Adelaide Road towards Chalk Farm Road, as well as those emerging from Crogsland Road, would also be affected and distracted by the proposed digital advertising displays at a point where they need to be focussing on the road ahead as they approach the signalised junction. This could lead to dangerous situations and vulnerable road users such as cyclists and pedestrians would be at particular risk.

5.4 Pedestrians would be also most probably be distracted by the digital advertising display. This is of particular concern at locations where pedestrians would be crossing the road in the vicinity of the signalised junction. Again, this could lead to dangerous situations and vulnerable road users such as cyclists and pedestrians would be at particular risk.

5.5 The proposal would not obstruct views of traffic signals or traffic signs, and it would not have any impact on visibility splays or inter-visibility at the junction. However, the proposed location is considered to be hazardous to road users. The scale of the proposal in such close proximity to traffic signals would, as already mentioned, constitute a significant distraction to road users at a location where their primary focus would actually need to be on the traffic signals. This could lead to dangerous situations and collisions, with vulnerable road users such as cyclists and pedestrians being at particular risk. Policy A1 (Managing the impact of development) states that *'the Council will resist development that fails to adequately assess and address transport impacts affecting communities, occupiers, neighbours and the existing transport network'*.

5.6 The aforementioned TfL guidance for Digital Roadside Advertising suggests that proposals within 20m of traffic signals will generally be refused. The proposal clearly fails to adhere to the TfL guidance in this regard. Officers would have therefore expected a more detailed assessment to have been undertaken in support of the application. This would have included an 'Advertising Safety Guidance Form' and a Road Safety Audit (Stage 1). However, it would appear that a more detailed assessment has not been undertaken. Policy D4 (Advertisements) states that *'the Council will resist advertisements that impact upon public safety. Advertisements will not be considered acceptable where they impact upon public safety, including when they:*

- *reduce the effectiveness of a traffic sign or signal;*
- *result in glare and dazzle or distract road users;*
- *distract road users because of their unusual nature;*

There is concern that the scale of the proposed advertisements would reduce the effectiveness of the adjacent traffic signals by causing a significant distraction to road users.

5.7 It must also be noted that a stage 2 road safety audit to support the proposal has not been provided. As such, the proposal, by virtue of its size, design, location and method of illumination, would be detrimental to the safety of the public and road users, contrary to policy D4.

## **6. Recommendation**

6.1 Refuse advertisement consent.