

Delegated Report	Expiry Date: 19/12/2018
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Officer	Application Number(s)
Matthias Gentet	2018/5142/A

Application Address	Application Type:
Land on the corner of Juniper Crescent and Chalk Farm Road Adjacent to Morrisons' Petrol Filling Station Chalk Farm Road London NW1 8AA	Advertisement Consent

1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):
			Refuse Advertisement Consent

Proposal(s)

Display of a free standing non-illuminated traditional 48 sheet advertisement board measuring approximately 6m in width by 3m in height.

Consultations	
Summary of consultation responses:	<p>An objection from a neighbouring resident was received, summarised as follows:</p> <ul style="list-style-type: none"> - This advertising hoarding has already been installed, and is providing a hidden area behind which people are urinating in public, dealing drugs and dumping rubbish. I strongly object to this sign being located here. - The hoarding's makeshift construction appears to be of poor quality (especially considering how close it is to a highly traffic footpath). <p><u>Officer's Response:</u></p> <p><i>A site visit took place on 19th November 2018 and it was noted that the free standing billboard has been removed, leaving the site area clear.</i></p> <p><i>See paragraphs 1.3, 1.4, 2.1 to 2.3, 3.1 to 3.10, 4.1 to 4.4 in the below report.</i></p>

Site Description

The site comprises a piece of land with an Electric Sub-Station, located on the south side of Chalk Farm Road at the junction with Juniper Crescent and adjacent to Morrison's petrol station. A 5-storey modern office block is located to the west and to the north, a mixture of single to four storey buildings with residential at upper levels and commercial at ground floor level.

The site is in Regent's Canal Conservation Area.

Relevant History

Site History:

N/A

Site Enforcement History:

EN18/0660 - An unlawful billboard has been put up on the grass verge on the corner of Chalk Farm Road and Juniper Crescent - Ongoing

Adjacent Sites History:

Roundhouse, Chalk Farm Road

2018/3151/A – (refused on 19/11/2018) - 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.

Reasons for refusal:

- 1) *The proposed internally illuminated LED digital screen would be bulky and overly dominant in the streetscene and would create visual clutter within the wider streetscape;*
- 2) *The proposed internally illuminated LED digital screen, by virtue of its size, design, location and method of illumination, would create a safety hazard to pedestrians, cyclists and motorists using this junction, specifically those approaching it eastbound from Haverstock Hill and Adelaide Road and southbound from Crogsland Road.*

2004/3250/A – (granted on 13/10/2004) - The display of an advertisement on a temporary hoarding on the Chalk Farm Road Frontage.

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").

No100 Chalk Farm Road

2009/1298/A – (refused on 16/06/2009) - Erection of two externally illuminated 96 sheet poster panel signs.

Reasons for refusal:

- 1) *The proposed 2 x 96 sheet poster panels, by reason of their size, design and visually prominent location, would be incongruous features within the streetscene and add to visual clutter.*

Adjacent Site Enforcement History:

Roundhouse, Chalk Farm Road

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.

The below cases relate to non-illuminated hoardings:

No161 Kentish Town Road

2015/6215/A – (refused on 08/01/2016 and **dismissed on appeal** reference: APP/X5210/Z/16/3146087 on 20/07/2016) - Display of non-illuminated hoarding sign on the Kelly Street elevation at second floor level.

No72-74 Parkway

2013/0626/A – (refused on 12/02/2013 and **dismissed on appeal** reference: APP/X5210/H/13/2194745 on 02/08/2013) - Display of 5 non-illuminated poster panels mounted on hoarding to existing shopfront (Class A1).

No60 Cricklewood Broadway

2012/6752/A – (refused on 08/02/2013 and **dismissed on appeal** reference: APP/X5210/H/13/2193945 on 29/07/2013) - Display of 1x non-illuminated advertisement hoarding on side elevation of existing building.

No2 Telegraph Hill

2010/4758/A – (refused on 01/11/2010) - Display of non-illuminated polyester sign on hoarding fronting Platt's Lane.

The below list of cases, though mostly illuminated signs, demonstrates the Council's position in resisting large free standing advertisement display signs within the borough. Although the illumination is one of the element for the refusals, the size, design and location of the fixtures also play an active part in finding these advertisement unacceptable.

Camden High Street

No.176

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).

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.

Finchley Road

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.

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.

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.

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)

C5 (Safety and security)

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

Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough

Assessment

1. Proposal and Background

- 1.1 The proposal is seeking advertisement consent for the display of a non-illuminated free standing 48 sheet display board affixed on 4no steel posts and anchored into the ground by means of concrete blocks.
- 1.2 An enforcement case reference: EN18/0660 was opened on 15/08/2018 for the unauthorised display of a non-illuminated free standing traditional 48 sheet advertisement board on a piece of land located on the corner of Juniper Crescent with Chalk Farm Road. In response to this, the application for its retention has been submitted.
- 1.3 Since this time, a site visit on 19/11/2018 has confirmed that that the hoarding advertisement board has been removed. This has led to the proposal being amended from a retrospective application (retention of the free standing sign) to now the re-instating of the free-standing billboard (proposed) in the same location.
- 1.4 It must be noted that the 2no large internally illuminated free-standing commercial advertisements adjacent to the Roundhouse are in situ unauthorised. Although permissions were sought for such signs in 1992 and 1993, this was never granted [*See Relevant History above*].

2. Assessment

- 2.1 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.
- 2.2 The principle considerations in the determination of this application are:
- Amenity (including visual amenity and impact on neighbouring occupiers)
 - Public Safety (including crime and anti-social behaviour)
 - Transport and highway operation
- 2.3 The proposed hoarding would measure approximately 6.1m in width by 3m in height (without the frame) with an advertising area of approximately 18.3sqm, 6.4m in width by 3.3m in height (with the frame) and 0.2m in depth (thickness) giving an overall area of approximately 21.12sqm. The sign would be mounted on 4no steel posts - measuring approximately 5.2m in height and 0.2m by 0.2m – anchored into the ground by approximately 0.6m (included in the 5.2m height) by means of concrete block. Timber cladding will be added to the base of the installation – between the ground and the base of the display sign – to shield the steel posts.
- 2.4 The free-standing billboard would be positioned near the edge of the grass area behind existing low level timber edging, and would be facing north-east, somewhat parallel to the small traffic island at the junction of Juniper Crescent with Chalk Farm Road. The free-standing billboard would face No56 to No60 Chalk Farm Road located opposite.

3. Visual Amenity

- 3.1 CPG (Advertisements) states that *'Good quality advertisements respect the character and appearance of the surrounding area. As a general guide, the most satisfactory advertisements are those which take into account the character and design of properties and surroundings. All signs should serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the surrounding area.'*
- 3.2 The guidance 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, of whatever type, 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.'*
- 3.3 Policy D4 (Advertisements) of the Camden Local Plan 2017 states that *'The Council aims to reduce visual street clutter, reducing the number of objects on the street, rationalising their location and limiting the palette of materials. Free standing signs and signs on street furniture will not normally be accepted where they contribute to visual clutter'*.
- 3.4 The site consists of a grass verge area at a slope stretching from the edge of the pavement up to the timber fencing demarcating the site boundaries of No100 Chalk Farm Road bordering the piece of land to the rear offering copious vegetation reaching over the timber treatment by approximately 2m. The only structure on the site is a small green electricity sub-station which has very little prominence and is part-concealed by an adjacent tree.
- 3.5 The proposed free-standing billboard would measure 6.4m in width by 3.3m in height and 0.2m in depth. It would be mounted on 4no steel posts resulting in a height of over 5m. The structure would become a very dominant element in the streetscape, towering over adjacent structures including traffic lights. Due to the location of the proposed hoarding at a busy junction on a relatively wide, main road, it would be very prominent in both close and long views looking north up Chalk Farm Road.
- 3.6 Whilst the surrounding area has a large number of commercial premises, large advertising hoardings are not an established part of the character of the locale. As such it would be an incongruous feature that is considered to be harmful to the character and appearance of the Regent's Canal Conservation Area.
- 3.7 By virtue of its size and location, the free-standing billboard would be detrimental to the character and appearance of the locale and the conservation area, contrary to policy D4 and CPG (Advertisements).

4. Public Safety

Anti-social Behaviour

- 4.1 Policy C5 (Safety and security) states that *'Crime and the fear of crime can undermine people's quality of life, health and wellbeing. The Council will aim to make Camden a safer place and will require developments to demonstrate that they have incorporated design principles which contribute to community safety and security, particularly in wards with relatively high levels of crime, such as Camden Town with Primrose Hill, promote safer streets and public areas.'*
- 4.2 The policy further states that *'The Council will require all developments to incorporate appropriate design, layout and access measures to help reduce opportunities for crime, the fear of crime and to create a more safe and secure environment. Careful consideration needs to be given to the design and location of any street furniture in order to ensure that they do not obscure public views or create spaces that would encourage antisocial behaviour.'*

4.3 Furthermore, Policy D4 (Advertisements) of the Camden Local Plan states that *'Advertisements will not be considered acceptable where they impact upon public safety'*.

4.4 The free-standing hoarding would be installed in close proximity to Camden Town, an area of high crime as identified by policy C5. As there is no development behind the hoarding that could provide natural surveillance, the hoarding would provide anonymity to individuals wanting to carry out anti-social behaviour such as urinating, drug taking/selling, and litter dropping, as it would shield them from public gaze. As such, the proposal is unacceptable and contrary to policy C5.

5. Transport and Highway operation

5.1 The size and location of the free-standing billboard would result in a very prominent addition to the streetscape; however, the proposed signage would not be illuminated which would render the signage less eye-catching compare to the intense visual presence of a LED digital board for example which are prone to distract the attention of drivers.

5.2 As such, the proposed signage present no safety issues or concerns. On this point, the proposal is considered acceptable.

6. Conclusion

6.1 The lack of illumination of the free-standing sign is considered acceptable and in accordance with policy D4 (Advertisements) of the Camden Local Plan 2017.

6.2 The proposed free-standing billboard, by virtue of its size, design, location would result in a dominant and incongruous structure in the streetscape that fails to preserve or enhance the character and appearance of the Regents Canal Conservation Area, contrary to policy D4 (Advertisements) of the Camden Local Plan 2017.

6.3 The proposed free-standing billboard, by virtue of its size, design and location, would increase opportunities for crime and fail to create a safe and secure environment, contrary to policy C5 (Safety and security) of the Camden Local Plan 2017.

7. Recommendation

7.1 Refuse Advertisement Consent.