

Delegated Report		Analysis sheet		Expiry Date:		08/08/2007							
		N/A / attached		Consultation Expiry Date:		N/A							
Officer				Application Number(s)									
Victoria Lewis				2007/2923/A									
Application Address				Drawing Numbers									
Car Park Delancey Street London NW1 7SA				See decision.									
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature							
Proposal(s)													
Display of 2no. floodlit advertisement hoarding on external wall of car park.													
Recommendation(s):		Refused											
Application Type:		Advertisement Consent											
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice											
Informatives:													
Consultations													
Joining Occupiers:		No. notified		00		No. of responses		00		No. of objections		00	
						No. electronic		00					
Summary of consultation responses:		N/A											
CAAC/Local groups* comments: *Please Specify		N/A											

Site Description

The application relates to triangular shaped car park located on the southern side of Delancey Street, close to the junction with Parkway and Gloucester Gate. The boundary with the pavement is partially enclosed by a low brick wall. The rear of the site is enclosed by a 2.5m high brick wall with advertisements painted directly onto the brickwork, advertising a local estate agency.

The site forms part of the Camden Town Conservation Area.

Relevant History

No history.

Relevant policies

B4 – Shopfronts, advertisements and signs
Camden Planning Guidance 2006
Camden Town Conservation Area Statement 1997

Assessment

Overview

Advertisement consent is sought for the display of two floodlit advertisement hoardings to the rear (long section) wall of the car park. They would measure 8m x 2.8m and would be mounted 0.2m above the bottom of the wall. Each would be lit by way of 5 floodlights attached to the top of the hoarding, shining down onto the display.

Policy B4 of the UDP states that the Council will not grant consent for advertisements and signs that it considers to cause harm to public safety, visual amenity and the character or appearance of conservation areas. The position, size, design and materials must be taken into account.

Public safety

The proposed hoardings would be statically illuminated and set a minimum of 6.5m back from the highway. In light of this it is considered that the display would not be distracting and would not cause any harm to highway safety.

Visual Amenity

Although there is no record of advertisement consent having been granted for the existing display, it is fairly innocuous and discrete within the streetscene. The proposed hoardings would formalise the use of this space for advertising and it is considered that they would appear visually dominant, rising above the height of the wall. The hoardings would appear particularly prominent when illuminated at night. This would cause harm to the visual amenities of the area and the character and appearance of this part of the Camden Town Conservation Area. Furthermore, whilst there are commercial activities within the vicinity are located on Parkway, the properties directly opposite the site are in residential use and Camden Planning Guidance states that hoardings will not usually be permitted in residential areas (para 22.8). It is therefore concluded that the proposal is contrary to policy B4 of the UDP and Camden Planning Guidance 2006.

Recommendation

That advertisement consent be refused.