

<b>Delegated Report</b>			<b>Expiry Date:</b>	<b>18/01/2019</b>
<b>Officer</b>		<b>Application Number(s)</b>		
Sofie Fieldsend		2019/0511/A		
<b>Application Address</b>		<b>Application Type:</b>		
Warner House 98 Theobald's Road London WC1X 8WB		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 advert on the front façade to be displayed until 30/06/2019.				
<b>Consultations</b>				
<b>Summary of consultation responses:</b>		Comments were received in response to the proposal, as listed below.		
<b>Site Description</b>				
The building comprises a nine-storey modern office block on the north side of Theobald's Road. The site lies within the Central London Area. The building is not listed and does not fall within a Conservation Area.				
<b>Relevant History</b>				
<b>Site History:</b>				
<p><b>2017/4656/P</b> – Front infill extension including alterations to entrance, replacement of existing windows to all elevations, replacement of existing glazed roof, formation of roof terraces at 5th, 6th and 7th floor on top of existing flat roof with associated frosted glass balustrades, replacement of rooftop plant and new extraction flue. – Granted 21/11/2017</p> <p><b>2017/4661/A</b>- Display of an internally illuminated building number above front entrance. – Granted 21/11/2017</p>				
<b>Relevant policies</b>				
<p><b>National Planning Policy Framework 2019</b></p> <p><b>The London Plan 2016</b> <b>Draft London Plan 2017</b></p> <p><b>London Borough of Camden Local Plan 2017</b> D1 (Design)</p>				

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

CPG Advertisements (March 2018)

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

## **Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough**

### **Assessment**

#### **1. Background**

- 1.1 The submission is in connection with an approved redevelopment of the site (Ref: 2017/6058/P), which includes the Front infill extension including alterations to entrance, replacement of existing windows to all elevations, replacement of existing glazed roof, formation of roof terraces at 5th, 6th and 7th floor on top of existing flat roof with associated frosted glass balustrades, replacement of rooftop plant and new extraction flue
- 1.2 Officers had directed the applicant to the relevant policy documents that the proposal would need to comply with, however plans in line with this guidance were not forthcoming.

#### **2. Proposal**

- 2.1 The proposal is seeking Advertisement Consent for the temporary display of a non-illuminated advert on the scaffold shroud covering the host building. It will measure 9m high by 15m wide, and occupy an area of 135sqm. It will sit 15m above ground level. The advert will be promotional for the new 'Detective Pikachu' movie. The overall scaffold occupies 225sqm (15m high x 15m wide) of the front elevation of the building.
- 2.2 As set out in the revised schedule of works received by officer on the 22.03.2019, consent is sought to display the adverts for the following temporary period:
- 06 May 2019 – 26 May 2019 (three weeks)

#### **3. Assessment**

- 3.1 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.
- 3.2 The principle considerations in the determination of this application are:
- Amenity (including visual amenity and impact on neighbouring occupiers)
  - Public Safety

#### **4. Visual Amenity**

- 4.1 CPG (Advertisements) states that '*Shroud advertisements come in a range of forms but are generally largescale and can cover the entire elevation of a building. They can help to shield unsightly construction work, reducing visual impact. However, as a result of the scale and size of shroud advertisements their appearance can create a conflict with the surrounding environment and the street scene and, where the advertisement partially obscures a building, the visual appearance of the building itself.*'
- 4.2 The guidance further states that '*Shrouds on scaffolding (erected for the purposes of carrying*

out building works and removed upon completion), will only be permitted where the:

- scaffolding covers the entire elevation of the building and the netting on the scaffolding depicts a true 1:1 image of the completed building which is undergoing construction work;
- shroud does not exceed the height and length of the completed building (the 1:1 image should also not be extended where scaffolding stretches around a corner); and the
- advertisement on the shroud covers no more than 20% of the shroud on each elevation and is not fragmented. The advertisement must also respect the architectural form and scale of the host building. Where shroud and banner advertisements are considered acceptable on listed buildings or in conservation areas, the advertisement on the shroud should not cover more than 10% of the shroud on each elevation and is not fragmented. The location of the advertisement on the shroud will depend on the character of the local built form and the nature of views within it.

4.3 Policy D4 (Advertisements) of the Camden Local Plan 2017 states that *'The Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building. The Council will support advertisements that preserve the character and amenity of the area.'*

4.4 Policy D4 further states that 'Advertisements and signs should be designed to be complementary to and preserve the character of the host building and local area. The size, location, materials, details and illumination of signs must be carefully considered. Interesting and unique styles of advertisements and signs will be considered acceptable where they are compatible with the host buildings and surrounding environment. The Council will resist advertisements where they contribute to or constitute clutter or an unsightly proliferation of signage in the area.'

4.5 To comply with CPG Advertisements the advert should only occupy 20% scaffold shroud elevation as it is not in a conservation area, therefore an advert should occupy. The proposed advert is 135sqm which equates to approximately 50% of the total area of the total shroud (135sqm/270sqm). An advert of this scale would totally overwhelm the building / shroud and would cause harm to the visual amenity of the local area. In addition, the proposal also does not depict a true 1:1 image of the completed building which is undergoing construction work and only limited information regarding the schedule of works was provided. For these reasons, the proposal is contrary to CPG (Advertisements). The advert is also considered to be contrary to Policy D4. It is noted that the surrounding area is commercial in primarily nature and advertisements of this scale would appear out of character in the street scene. Although for a temporary period, the proposal would introduce a large and incongruous fixture that is considered to be harmful to the character and appearance of the host building and street. The advert would also be contrary to policy D1.

4.6 By virtue of its size and location, the commercial advertisement would be detrimental to the character and appearance of host property and streetscene, contrary to policy D4 and CPG (Advertisements).

## **5. Public Safety**

5.1 Policy D4 (Advertisements) states that *'Advertisements will not be considered acceptable where they impact upon public safety, including when they:*

- *obstruct or impair sight lines to road users at junctions and corners;*
- *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;*
- *disrupt the free flow of pedestrian movement; or*
- *endanger pedestrians forcing them to step on to the road.'*

5.2 Give the siting at 15m above ground level and as it is non-illuminated it is not considered to create safety issues on highways grounds. Conditions would be applied to require the shroud to be removed following the lapse of the temporary permission.

## **6. Conclusion**

6.1 The temporary display of the advert, by virtue of its size, design and siting would result in a dominant and incongruous fixture in the streetscape that fails to preserve or enhance the character and appearance of the host property or streetscape contrary to policy D4 (Advertisements) of the Camden Local Plan 2017.

## **7. Recommendation**

7.1 Refuse Advertisement Consent.