

Delegated Report		Analysis sheet		Expiry Date:	02/01/2020
		N/A		Consultation Expiry Date:	05/12/2019
Officer			Application Number(s)		
Ben Farrant			2019/4716/A		
Application Address			Drawing Numbers		
184 Camden High Street London NW1 8QP			See draft decision notice		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		
Proposal(s)					
Display of 1 x externally illuminated shroud advertisement to cover front facade of first and second floors (6.5m x 4.5m).					
Recommendation(s):		Refuse advertisement consent			
Application Type:		Advertisement Consent			
Conditions or Reasons for Refusal:		Refer to draft decision notice			
Informatives:					
Consultations					
Adjoining Occupiers:		No. of responses	0	No. of objections	0
Summary of consultation responses:		As the application is for advertisement consent, no public consultation was conducted. No comments or objections were received.			
Camden Town Conservation Area Advisory Committee (CAAC)		The Camden Town CAAC <u>objected</u> to the application; the response is summarised below: It is inappropriate to have a large-scale hoarding in the conservation area especially here where it is replacing a building elevation and will therefore be harmful to the remaining street elevation which is well preserved. It will be floodlit and could be used for advertising and revenue generation which makes it even more inappropriate.			

Site Description

The site is occupied by the Electric Ballroom nightclub which spreads over two street frontages. Its main frontage is on Camden High Street, with a rear entrance on to Kentish Town Road. This application relates to the Camden High Street elevation, which at present has a black painted brick exterior with blacked out windows in black painted frames. It has a black fascia signage above the ground floor, with a projecting hanging sign at this level.

The site is not listed, nor are there any listed buildings within the vicinity. It lies within the Camden Town Conservation Area and is located within a designated primary shopping frontage on Camden High Street.

Relevant History

The property has a long planning history, below are the most relevant applications:

2012/2465/P - Alterations to existing shopfront including removal of louvers and application of black ceramic tiles to front elevation of nightclub (Sui Generis) at ground floor level - **Granted 03/07/2012**.

2012/2408/A - Replacement of internally illuminated fascia panel and projecting sign to front elevation of nightclub (Sui Generis) - **Granted 03/07/2012**.

2011/5929/A - Display of 1x internally illuminated fascia sign and 1x internally illuminated projecting sign - **Granted 20/03/2012**.

2006/5872/A - Display of internally illuminated lettering to fascia and projecting signs - **Granted 14/02/2007**.

2006/5240/P - Replacement of first floor window at front of nightclub (Class D2) - **Granted 14/02/2007**.

Relevant policies

National Planning Policy Framework 2019

The London Plan March 2016

The Draft New London Plan 2019

The Camden Local Plan 2017

D4 - Advertisements

Camden Planning Guidance

CPG Advertisements (2018)

CPG Design (2019)

CPG Amenity (2018)

Camden Town Conservation Area Appraisal and Management Plan (2007)

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

1. Proposal

1.1 Advertisement consent is sought for the following works:

- Display of a non-illuminated shroud advertisement to cover the first and second floors of the Camden High Street frontage. The banner would measure 6.5m in height and 5.5m in width, screening the entirety of the upper floors with an advertisement.
- The shroud would be externally lit by 3 x floodlights with an illumination of 300cd/m; these would be located on the parapet of the building directed downwards to the advert.
- The application form states that the advertisement would be permanent; though in email correspondence the agent has stated the advertisement could be for a temporary period of ten months (though no amendment to the application form/application details was confirmed).

1.2 No revisions were received during the course of this application.

1.3 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. Visual Amenity

2.1 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.'*

2.2 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'*.

2.3 Policy D4 (Advertisements) of the Camden Local Plan 2017 states that applications for advertisements will be supported where they *'a. preserve the character and amenity of the area; and b. preserve or enhance heritage assets and conservation areas'*. It states further that *'Shroud advertisements, banners, hoardings / billboards / large outdoor signboards are subject to further criteria as set out in supplementary planning document Camden Planning Guidance on advertisements'*.

2.4 CPG Advertisements (2018) provides further guidance on shroud advertisements. Paragraph 1.26 states that shrouds such as this 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;*
- *The 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*
- *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.*

- 2.5 The Camden Town Conservation Area Appraisal and Management Plan (2007) further states that hoarding advertisements because of their size and scale are not considered acceptable forms of advertising within the conservation area. Whilst it is acknowledged this application is for a shroud advertisement, it would have a scale on the front elevation of the property which is akin to a hoarding.
- 2.6 The proposed advertisement shroud would cover the entirety of the first and second floors on the front elevation of this prominent property facing onto Camden High Street. The proposed advert is considered to be oversized and unsympathetic, and would fail to respect the original building and adjoining terrace which is well preserved.
- 2.7 Officers note that the front facades of properties along this particular part of Camden High Street have a varied appearance, which contribute to the unique character of the area. However, there are no examples of large shroud advertisements such as the one currently proposed. The proposal is therefore considered to detract from the character of this unique and vibrant part of Camden Town rather than contribute to it.
- 2.8 Given the above, the proposal would fail to accord with the Council's policies and supplementary guidance on advertisements (as referenced above), and would fail to preserve or enhance the character and appearance of the Camden Town Conservation Area as a result.
- 2.9 Given the above assessment, the advertisement would form an unsympathetic addition to the property resulting in harm to the visual amenity of the conservation area, contrary to policy D4 of the Local Plan and CPG (Advertisements).

3. Transport and Highway Operation

- 3.1 The size and location of the signage results in a prominent addition to the streetscape; however given the level of illumination within the adjacent shopping parade and illumination of Camden High Street generally, coupled with the static nature of the external illumination proposed, the signage is considered not to form a significant distraction to motorists.
- 3.2 As such, the proposed signage presents no public safety issues or concerns.

4. Conclusion

- 4.1 Given the above assessment, the proposed development is considered to form an insensitive addition to the area, causing harm to the character and appearance of the Camden Town Conservation Area. The scale of the advertisement would serve to obscure the entirety of the front elevation above ground floor level, forming an inappropriate intrusion to the streetscene.
- 4.2 The proposal is contrary to policy D4 of the Camden Local Plan, CPG Advertisements and the Camden Square Conservation Area Appraisal and Management Strategy, and refusal is warranted on this basis.

5. Recommendation

- 5.1 Refuse Advertisement Consent