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The logo for SMPlanning, featuring the text "SMPlanning" in a light blue, sans-serif font against a dark rectangular background.

80-83 Long Lane,
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Via Planning Portal only

17 October 2019

AMENDED 25 FEBRUARY 2020

Dear sir/madam,

DISPLAY OF BANNER ADVERTISEMENT SPACE

THE CAMDEN ASSEMBLY PUBLIC HOUSE, 49 CHALK FARM ROAD, LONDON, NW1 8AN

Please accept this covering letter as an accompaniment to this advertisement consent application to display a commercial advertisement banner at The Assembly pubic house in Camden.

The Site:

The application site is located on the north side of Chalk Farm Road at its junction with Ferdinand Street and comprises a three-storey public house, long associated with the arts and creative movements synonymous with Camden. The site is located outside of, but immediately adjacent to the Regent's Canal Conservation Area and opposite the Grade II* listed Stables Market to the south-east. The site is otherwise surrounded by a range of commercial and retail units.



The Proposal:

This application seeks advertisement consent for the temporary (6 months) display of an illuminated banner measuring 31.3 metres in width over both the Chalk Farm Road and Ferdinand Street elevations and 5 metres in height. The banner will only partially screen the first floor of the building frontage in direct response to an earlier application for a larger banner screening the entire elevation. The banner will be attached to scaffolding that is required for general maintenance and refurbishment works, including the repair, painting and replacement of window frames, that are expected to last in the region of 6 months.

Legislative Provision:

Regulation 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) requires that local planning authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.

Therefore, unless the nature of the advertisement is in itself harmful to amenity or public safety, consent should not be refused. These matters are considered further below.

Planning Policy:

National

The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these are expected to be applied.

Paragraph 132 of the NPPF states that *"...A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."*

Local

For the purposes of this application, the adopted development plan for the London Borough of Camden comprises the London Plan (2016), the Local Plan (2017) and Camden Planning Guidance Documents on Advertisements (2018), Design (2018) and Amenity (2018).

The development plan usefully sets out the local policy context. Camden's Planning Guidance on advertisements states that:

Banner advertisements on buildings will only be permitted in the following circumstances:

- *They relate to landmark or unique buildings, such as festival venues, museums, and do not detract from the appearance and form of the host building or the surrounding environment.*
- *In some commercial areas, flags or banners may be considered a suitable form of display. Within residential areas, conservation areas, and on or near listed buildings we will be primarily concerned with safeguarding the amenity, character and appearance of these areas and buildings and therefore it is unlikely that such advertisements will be supported.*

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; and preserve or enhance heritage assets and conservation areas.'*

Planning Analysis:

Amenity

Firstly, in order to respond to the policy context in terms of amenity impact, it is important to understand the characteristics of the site and surroundings.

The character and appearance of the immediate area is predominantly commercial and is largely dominated by the physical presence of buildings and features that contribute negatively to the character of the area. This creates a large-scale, busy and dynamic

environment. The lack of architectural consistency detracts from the character and appearance of the area in general and this is consolidated by the varied level and extent of advertisements in the surroundings, which themselves, are a key defining characteristic of the area.

The host building is of some merit, occupying a prominent corner plot but it is its use as a public house that defines its character and not necessarily its architectural presence. The proposed banner space is intended to support the ongoing operation of the premises as a public house/music venue.

The proposed banner space has been significantly reduced in scale from a previous iteration of the scheme and this deliberately ensures that the upper and lower parts of the building will maintain a presence in the street scene, ensuring, by proxy, that the banner will not disproportionately relate to the building.

The advertisement space would be contextually appropriate in this commercially focussed location and is therefore considered to contribute positively to the character of the area, largely in accord with the development plan and national planning policy guidance.

Public Safety

The character and appearance of the immediate area is predominantly commercial and is traffic intense.

In this context, it is highly unlikely that an advertisement of this scale would cause harm to public safety and this inference is substantiated by the presence of other significantly sized advertisements, similarly appropriate to this commercially focussed area and no grounds therefore exist that would warrant a refusal on these grounds.

Summary & Conclusion:

The proposal is for the display of banner advertisement space to the front façades of the building.

The banner will correspond to the built fabric and surroundings and is therefore considered acceptable with regard to public safety and visual amenity in accordance with the principles of both national and local planning policy. It is therefore respectfully requested that consent be granted.

The application is further supported with the following plans/documents:

- Site Location Plan
- Aerial View
- Existing and Proposed Elevations
- Existing and Proposed Visualisations

I trust the commentary above is clear but if you require any points of clarification or have any questions please do not hesitate to contact me.

Yours sincerely

Stuart Minty
Director
SM Planning