

187 Kentish Town Road, NW1 8PD  
2020/1947/A





Photo 1 (above): View of the site with the scaffold and shroud already in place. The commercial advertisement is to go on the apex elevation.

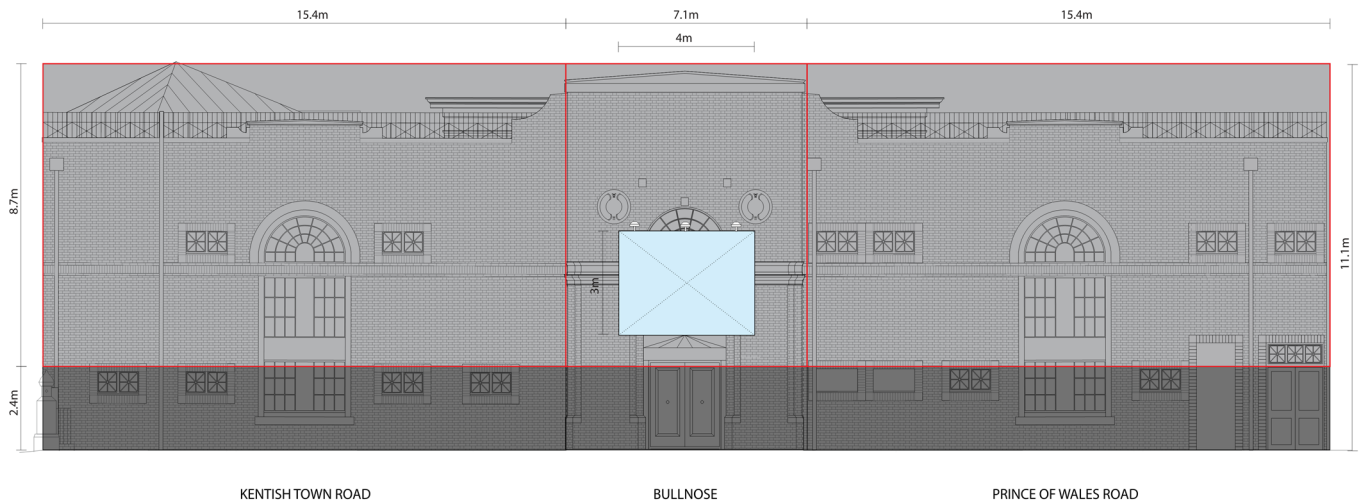


Photo 2 (above): View of the junction in front of the site and building opposite

Revised proposal

PROPOSED EAST ELEVATION

PROPOSED NORTH ELEVATION



<b>Delegated Report (Members Briefing)</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>	<b>29/06/2020</b>
		N/A / attached		<b>Consultation Expiry Date:</b>	
<b>Officer</b>			<b>Application Number(s)</b>		
Angela Ryan			2020/1947/A		
<b>Application Address</b>			<b>Drawing Numbers</b>		
187 Kentish Town Road London NW1 8PD			Site location plan- 3846-001; Location plan-3719-001; Letter from Armstrong Planning dated 16th June 2020; Existing Elevation- 3846-002; Proposed Elevation- 3846-003 Rev A; LED Floodlight spec sheet; Construction programme; Enhancing the Urban Landscape doc by Maximus		
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>		
<b>Proposal(s)</b>					
Temporary display of an externally illuminated shroud advertisement until 04/11/2020					
<b>Recommendation(s):</b>		<b>Granted</b>			
<b>Application Type:</b>		<b>Advertisement Consent</b>			

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
<b>Consultations</b>						
Adjoining Occupiers:			No. of responses	2	No. of objections	2
			No. Electronic	2		
Summary of consultation responses:	<p>There is no statutory requirement to consult on advertisement consent applications, however one objection was received from the Occupier of No.51 Rochester Road. The objection is summarised below:</p> <p><u>Summary of response:</u></p> <ol style="list-style-type: none"> <li>1. It's too big, too prominent and should not be illuminated.</li> <li>2. It is harmful to visual amenity.</li> <li>3. There is too much advertising on Kentish Town road, illuminated, bt pillars, high level vertical banners- it all amounts to an astounding level of visual clutter.</li> </ol> <p><u>Officer's response:</u></p> <ol style="list-style-type: none"> <li>1. The advert was originally proposed to be 61.8m<sup>2</sup> and has been reduced in size to 12m<sup>2</sup> covering 16% of the shroud on the bullnose elevation and is considered to comply with policy D4 and the Council's guidance contained in the CPG on Advertisements 2018. <i>In terms of its illumination, 3 x slim line 100W downward facing floodlights are proposed. The applicant has advised that the levels of illumination would not exceed those that are recommended for adverts in urban areas e.g., 300 candelas per square metre. This will be controlled via attaching an appropriate condition on the decision notice. As static illumination is proposed it is considered that this would not cause a distraction to vehicular traffic or to pedestrians.</i></li> <li>2. <i>The sign now measures 12m<sup>2</sup>, and is located centrally on the shroud which measures 71,8m<sup>2</sup> on the bullnose elevation of the building. It is not considered to be dominant or overly large within its immediate context. As such, it is not considered to detract from the character and appearance of the building or the area generally. Moreover, the shroud will temporarily obscure unsightly building works, which is considered to be an improvement in terms of the aesthetic value.</i></li> <li>3. <i>The sign will be located on the bullnose elevation of the building and would be positioned at 1<sup>st</sup> floor level. This part of Kentish Town Road is typically characterised by ground floor shop signs. There is not a proliferation of signs within the site's immediate context and therefore it is considered that the proposal does not add to visual clutter. Given the temporary nature of the sign (until 04/11/2020), after which it is due to be removed, this is considered to further mitigation against the issue of visual clutter in the area.</i></li> </ol>					
CAAC/Local groups* comments: *Please Specify	<p>An objection was received from the South Kentish Road CAAC and is summarised below:</p> <p><u>Summary of response:</u> Even at the size proposed it will be a significant distraction at that point on a traffic junction which has buses and pedestrians and a difficult turning</p> <p><u>Officer's response:</u> <i>The proposed advert is to be located on the same elevation as the previous one that was approved in October last year. The lights proposed are to be downward facing and are located in such a way that it would not compete with the existing traffic signals on Kentish Town Road/Prince of Wales Road. As the illumination is proposed to be static it is considered that it would not cause a distraction to vehicular traffic or pedestrians and therefore there is no harm to public safety.</i></p>					

## Site Description

The application site comprises a two-storey building situated on the eastern side of Kentish Town Road and on the junction with Prince of Wales Road. The building dates from 1926-9, designed by Riley and Glanfield and consists of a red brick construction, with double height windows on both the Kentish Town Road and Prince of Wales elevations. The building features a chamfered corner entrance with a further large double height arched window. The property was refurbished for use as a restaurant and up until late 2013 was occupied by Pizza Express. It is now unoccupied.

Kentish Town Road is characterised by a mixture of retail uses at ground floor level with residential flats at the upper levels.

The site is not in a conservation area and is not listed.

## Relevant History

**2019/3580/A-** (granted 11/10/2019)- Temporary display of a shroud with an externally illuminated advertisement banner on a scaffold shroud until 08/06/2020.

**2019/0284/A** – (granted 21/5/19) - Temporary display of a shroud with an externally illuminated advertisement banner (measuring approximately 3m in height by 3.95m in width) on a scaffold shroud until 20/08/2019.  
- This does not appear to have been implemented

**2018/5059/P** – (granted 5/9/19) - Variation of Conditions 8 (cycle spaces), 12 (lifetime homes) and 15 (approved plans) to planning permission 2013/8301/P dated 27/03/2015 (Redevelopment to provide 5 storey building (2 storey roof addition) with cinema (Class D2) and 11 market (2 x studio; 1x1; 7x2 & 1x3 bed) and 1 intermediate (1x1 bed) residential units (Class C3), to amend layout to reconfigure cinema at ground floor and residential unit mix above (11 market - 10x2 bed & 1 x3 bed) and 1 intermediate (1x1 bed)), increase in height to ridge, alteration to fenestration on south elevation and cycle space provision.

**2017/2851/A** – (granted on 16/06/2017) - Temporary display of an externally illuminated advertisement banner on a scaffold shroud from 12/08/2017 to 31/03/2018 – The size of the commercial advertisement approved was 3m in height by 5m in width.

**2016/5283/A** – (granted on 31/10/2016) - Temporary display of an externally illuminated advertisement banner on a scaffold shroud from 22/11/2016 to 11/08/2017– The size of the commercial advertisement approved was 3m in height by 5m in width.

**2013/8302/P** - (granted subject to S106 on 27/03/2015) - Redevelopment of existing building (Class A3), retaining the existing façade, to provide a 4 storey building (1 storey roof addition) with flexible retail/financial and professional services/restaurant ( Class A1/A2/A3) use at ground floor and 9 (2x1, 6x2 & 1x3 bed) residential units (Class C3) at 1st to 3rd floor level, together with various associated alterations including landscaping, external terraces, alterations to external elevations and rooftop plant –  
*n.b. This permission is currently being implemented.*

## Relevant policies

### National Planning Policy Framework 2019

### London Plan 2016 and Draft London Plan 2018:

### Camden Local Plan 2017: D4 - Advertisements

### Camden Planning Guidance 2018: CPG (Advertisements)

### Kentish Town Neighbourhood Plan (June 2016)

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

## Assessment

**Proposal:**

1.1 Advertisement consent is sought for the temporary display of a shroud with an externally illuminated advertisement banner (measuring approximately 4m in height by 3m in width) on a scaffold shroud for a period of 5 months - until 04/11/2020.

1.2 The sign is to be externally illuminated by means of 3no downward facing LED lights.

1.3 The application is the 5<sup>th</sup> in a series of previously approved advertisement consent applications granted in October 2016, June 2017, May 2019, and October 2019 (see planning history above for details) for the temporary display of an externally illuminated commercial advertisement on a shroud.

1.4 An original shroud depicting an image of the host building has been in place since 2016/2017 to obscure views of the building and construction works. Shrouds do not require permission or consent. Advertisement consent only applies to the commercial signage that is proposed, which cannot be displayed without a shroud depicting a 1:1 image of the host building, in line with Camden Planning Guidance CPG (Advertisements) 2018.

1.5 It was originally proposed to install an advertisement measuring 7.1m wide and 8.7m high (61.8m<sup>2</sup>), covering approximately 80% of the bullnose elevation of the building. This was contrary to current policy and guidance, which allows for advertisement on shrouds to cover no more than 20% of the shroud on each elevation and should not be fragmented.

**Revision:**

1.6 During the course of the application, the proposed size of the advert has been significantly reduced to measure 4m wide and 3m high (12m<sup>2</sup>), representing a 16% coverage of that part of the shroud located on the bullnose elevation of the building. The shroud on this elevation measures 71m<sup>2</sup>

**2.0 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 the application are:

- Visual Amenity
- Public Safety

**3. Visual Amenity**

3.1 Policy D4 (Advertisements) 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 and be of the highest standard of design, material and detail. The Council will support advertisements that preserve the character and amenity of the area.'

3.2 It 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. The Council will resist advertisements where they contribute to or constitute clutter or an unsightly proliferation of signage.'

3.3 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.'

3.4 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.'

3.5 The temporary advert is proposed to be in place until the 04/11/2020. The construction project stalled, given that the building changed hands in 2018, hence the need for the shroud and advert for a further temporary period. The new owners, are in the process of building out a revised redevelopment proposal to deliver a cinema at ground floor level, with apartments above (ref: 2018/5059/P). The planning statement submitted confirms that the construction project is nearing completion and that the scaffolding is due to be dismantled by 04/11/2020. In this instance the temporary time period is considered acceptable. If any future renewals are applied for, their time period will be carefully considered to ensure the advert still appropriate for the site.



### **Commercial Signage with Shroud**

3.6 The shroud area on the bullnose elevation measures approximately 7.1m in width by 8.4m in height – covering an area of approximately 71.2sqm. The proposed commercial signage to be affixed to the shroud would measure approximately 4m in width by 3m in height (12sqm). This covers 16% of the bullnose elevation, which complies with policy D4.

3.7 As such, in terms of size, design and location, the commercial advertisement with shroud is acceptable and in accordance with policies D4 and CPG (Advertisements).

### **Illumination**

3.8 CPG (Advertisements) states that 'The type and appearance of illuminated signs should be sympathetic to the design of the building on which it is located. The method of illumination (internal, external, lettering, neon, etc.) should be determined by the design of the building. Illuminated signs should not be flashing or intermittent, whether internal or external.'

3.9 The commercial sign is to be externally illuminated by 3no spotlights currently located atop the proposed advert on the bullnose elevation of the building. The method of illumination will be static. The planning statement confirms that the levels of illumination will not exceed 300 Candelas per square metre as recommended in the

3.10 In view of the temporary nature of the display, the fact that the levels of illumination is proposed to accord with levels recommended for sites located in Urban areas, and the fact that the corner elevation of the scaffold would be facing onto a dilapidated and unoccupied commercial building, in terms of size, design and location, the spotlights are acceptable and in accordance with CPG (Advertisements).

### **4. Public Safety**

4.1 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 and/or distract road users because of their unusual nature.'

4.2 The advert is a downward lit display, which is not considered to act as a significant distraction for drivers as it will not flicker or change display and will therefore be static.

4.3 The method of illumination to be used would not present safety issues or concerns. The proposal is therefore considered acceptable as it does not give rise to issues of public safety.

### **5. Conclusion**

5.1 The proposed shroud with an externally illuminated advertisement banner, in terms of size, design, location and method of illumination, are considered to be acceptable. They would preserve the character and appearance of the host building and surrounding locale, in accordance with policy D4 (Advertisements) of the Camden Local Plan 2017.

### **6. Recommendation**

6.1 Grant Conditional Advertisement Consent

***The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 6<sup>th</sup> July 2016, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to [www.camden.gov.uk](http://www.camden.gov.uk) and search for 'Members Briefing'.***



Application ref: 2020/1947/A  
Contact: Angela Ryan  
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Date: 1 July 2020

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Armstrong Planning  
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# DRAFT

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:  
**187 Kentish Town Road**  
**London**  
**NW1 8PD**

# DECISION

Proposal:  
Temporary display of an externally illuminated shroud advertisement until 04/11/2020

Drawing Nos: Site location plan- 3846-001; Location plan-3719-001; Letter from Armstrong Planning dated 16th June 2020; Existing Elevation- 3846-002; Proposed Elevation- 3846-003 Rev A; LED Floodlight spec sheet; Construction programme; Enhancing the Urban Landscape doc by Maximus

The Council has considered your application and decided to grant consent subject to the following condition(s):

#### Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
  - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
  - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 The advertisements hereby permitted shall only be displayed if the shroud hereby permitted is erected in its entirety and is a true 1:1 image of the host building. Both the advertisement and shroud shall be removed in their entirety on or before 4th November 2020 or as soon as the intended works have been completed, whichever is the sooner.

Reason: The type of advert is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. Its permanent display would be contrary to the requirements of policy D4 of the Camden Local Plan 2017.

- 7 The intensity of the illumination of the external lighting shall not exceed 300 candelas per square metre during the night in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's Professional Lighting Guide 05: The Brightness of Illuminated Advertisements 2015'.

Reason: To safeguard the amenity of the adjoining premises and the area generally in accordance with the requirements of policies A1 of the London Borough of Camden Local Plan 2017.

Informative(s):

- 1 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team London Borough of Camden 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444) . Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 2 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website at <https://beta.camden.gov.uk/documents/20142/1269042/Camden+Minimum+Requirements+%281%29.pdf/bb2cd0a2-88b1-aa6d-61f9-525ca0f71319> or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

- 3 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Noise and Licensing Enforcement Team, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (Tel. No. 020 7974 4444 or search for 'environmental health' on the Camden website or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Director of Economy, Regeneration and Investment

**DRAFT**

**DECISION**