

Delegated Report		Analysis sheet		Expiry Date:		04/11/2020			
		N/A / attached		Consultation Expiry Date:		n/a			
Officer				Application Number(s)					
Matthew Dempsey				2020/4094/A					
Application Address				Drawing Numbers					
174 Camden High Street London NW1 0NE				See draft decision notice					
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature			
Proposal(s)									
Temporary display of a shroud with non-illuminated advertisements to Greenland Road, Camden High Street ad Camden Road elevations for a period of 8 months.									
Recommendation(s):		Refused							
Application Type:		Advertisement Consent							
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice							
Informatives:									
Consultations									
Adjoining Occupiers:		No. of responses		00		No. of objections		00	
Summary of consultation responses:		N/A							
CAAC/Local groups* comments: *Please Specify		N/A							

Site Description

The host property is a four storey corner site Victorian public house building currently known as 'The World's End', with frontages on Camden High Street, Kentish Town Road, Camden Road and Greenland Road. Having been the site of a public house/ tavern since the 17th Century and formerly "known as the Mother Red Cap until 1986, it is part of a terrace of buildings also designed by Henry H Bridgman originating from 1875." (Camden Town Conservation Area Appraisal and Management Strategy, Sub area 1: Commercial: Area east of Camden High Street: Camden Road).

The site is not a listed heritage asset, nor are there any listed buildings in the immediate vicinity; however, the property is within the Camden Town Conservation Area (CA) boundary and is noted for its' positive contribution to the area and historic shop front within the Conservation Area Appraisal and Management Strategy (CAAMS).

Due to the position of the site situated facing Britannia Junction; there are several pedestrian crossing points and vehicular traffic management systems near the host property.

Relevant History

Applications and Appeals on site:

2011/1728/A - Display of an advertisement shroud on scaffolding from first to second floor on west elevation for a temporary period from 1 July 2011 to 1 July 2012. **Granted 28/06/2011.**

2011/5172/A - Display of externally illuminated advertisement shroud on scaffolding for a temporary period from 1 November 2011 to 1 July 2012 (retrospective). **Refused 16/12/2011 and Appeal dismissed 16/05/2012.**

2012/3389/A - Display of advertisement shroud on scaffolding from first to second floor on west elevation for a 5 month period from 2 July 2012 and 30 November 2012. **Refused 22/08/2012.**

2012/5044/A - Display of advertisement shroud on scaffolding from first to second floor on west elevation for a 6 month period from July 2012 and December 2012. **Refused 19/11/2012, due to; excessive size, position on the building and visually prominent location resulting in an overtly dominant addition which is harmful to the character and appearance of the host building, streetscene and the Camden Town Conservation Area.**

2013/5984/A - Temporary display of 2x externally illuminated PVC shrouds on Camden High Street and Bayham Street elevations for a period of 8 months. **Granted 24/10/2013.**

2014/3345/A - Continued display of 2 x externally illuminated PVC shrouds on Camden High Street and Bayham Street elevations of public house. **Refused 16/07/2014, due to; excessive size, position on the building, visually prominent location and method of illumination would result in an overtly dominant addition, which is harmful to the character and appearance of the host building, streetscene and the Camden Town Conservation Area. Appeal Dismissed 06/11/2014.**

2016/0547/A - Temporary display of a shroud with a non-illuminated advertisement to Camden High Street elevation from 12/07/2016 to 12/10/2016. **Granted 12/07/2016.**

2016/4611/A - Temporary display of a shroud with a non-illuminated advertisement to Camden High Street elevation from 12/10/2016 to 06/12/2016. **Granted 16/09/2016.**

Applications and Appeals at other local sites (various locations within Camden):

2004/1144/A - Display of an externally illuminated PVC micropore mesh scaffold shroud to the New Oxford Street and Shaftesbury Avenue elevations. **Refused 01/04/2004. Appeal dismissed 16/07/2004.**

2008/1016/A - Display of externally illuminated scaffold shroud with advertising – Scala, 275 Pentonville Road. **Refused on 07/05/2008. Appeal dismissed, 27/10/2008.**

2008/4116/A - Temporary display (12 months) of externally illuminated hoarding (10m x 14m) on scaffolding on Camden High Street and Parkway elevations. **Refused with warning of enforcement action to be taken, 14/10/2008. Allowed on appeal, 30/03/2009.**

2010/4028/A - Continued display of illuminated hoarding (12m x 8m) on scaffolding on Parkway elevation for a temporary period until 30th November 2010 - 187 Camden High Street. **Refused with warning of enforcement action to be taken, 22/09/2010. Allowed on appeal, 10/02/2011.**

2011/2687/A - Display of externally illuminated scaffold shroud with advertising panel on Pentonville Road (north) and King's Cross Bridge Road (west) elevations for a temporary period until 31/10/2012 – Scala, 275-277 Pentonville Road. **Refused on 20/07/2011.**

2011/5470/A - Display of externally illuminated scaffold shroud with advertising for a temporary period until 30 June 2012 (renewal of 2010/2568/A). **Refused 22/12/2011.**

2012/0682/A - Temporary display for the period 25/06/12 to 10/09/12 of externally illuminated shroud, 15m x 15m on east elevation and 15m x 20m on north elevation in connection with the Olympics. **Refused 24/04/2012.**

2012/1933/A - Extension of the banner shroud around the eastern part of the site and temporary display for the period 29/05/12 to 29/07/13 of 2 x internally illuminated hanging signs on front elevation at first floor level - 1-5 Kings Cross Bridge and 368-370 Grays Inn Road 2012/3904/A – (refused on 18/09/2012) - Display of externally illuminated scaffold mounted shroud (12m x 35m) on the front elevation for a temporary period from 01/11/12 to 31/10/13 - Fitzroy House 355 Euston Road. **Refused on 30/05/2012.**

2012/2497/A - Display of an externally illuminated shroud on scaffolding on West End Lane and Finchley Road elevations for the temporary period from 01/07/12 to 30/06/13. **Refused 27/06/2012. Appeal dismissed 26/03/2013.**

2012/3389/A - Display of advertisement shroud on scaffolding from first to second floor on west elevation for a 5 month period from 2 July 2012 and 30 November 2012. **Refused 22/08/2012. Appeal lodged 22/08/2012.**

2012/3904/A - Display of externally illuminated scaffold mounted shroud (12m x 35m) on the front elevation for a temporary period from 01/11/12 to 31/10/13 - Fitzroy House, 355 Euston Road. **Refused on 18/09/2012.**

2013/7215/A - Temporary display of scaffold shroud incorporating 1:1 image of facade and an externally illuminated advertisement (14m x 25.2m) located at apex of New Oxford Street and Bloomsbury Way elevations for a period of 11 months. **Refused 13/12/2013.**

2013/7299/A - Addition of external lighting to shroud of 1:1 image of building facade approved under permission 2013/4086/A dated 24/09/2013. **Refused 04/02/2014. Appeal Dismissed 08/07/2014.**

2013/7938/A - Display of temporary scaffold shroud advertisement on both elevations facing Great Russell Street and Bloomsbury Street. **Refused 24/01/2014. Appeal dismissed 14/05/2014.**

2014/2521/A - shroud advertisement incorporating a coloured 1;1 replica image of the building facade

wrapped over the whole scaffolding during the building process and incorporating an inset commercial poster advertisement whose design may change - 2 Kentish Town Road. **Refused with warning of prosecution action, 12/05/2014.**

2014/2535/A - The display of an externally illuminated advertisement shroud between the 1st and 2nd floor of existing residential flats between 01/07/2014 - 31/12/2014 - 214 - 216 Camden High Street. **Refused on 27/06/2016.**

2014/4143/A - Display of temporary externally-illuminated scaffold shroud advertisement - 265 Camden High Street. **Refused, 20/08/2014. Appeal dismissed, 16/02/2015.**

2014/6966/A - Display of non-illuminated advertisement shroud to the front elevation for a period of 3 months from 10/01/2015 to 10/04/2015 1-11 Euston Road. **Refused with warning of enforcement action, 17/12/2014.**

2014/7092/A - Display of 1 illuminated and 2 non-illuminated shroud signs - 178 - 182 Camden High Street. **Refused, 28/11/2014. Appeal dismissed, 23/06/2015.**

2015/5487/A - Temporary display of 1 x externally illuminated shroud and advertisement to Euston Road elevation from 01/01/2016 to 31/12/2016 - Former Town Hall Extension, Argyle Street. **Refused on 15/01/2016.**

2016/0523/A - Temporary display of shroud advertisement with 1 x non illuminated advertisement on Denmark Street elevation from 01/04/2016 to 01/04/2018.- 28 Denmark street. **Refused 08/04/2016. Appeal dismissed APP/X5210/Z/16/3149939, 20/07/2016.**

2018/1115/A - Temporary display of externally illuminated shroud with a 1:1 image of the building and advertisement measuring approximately 9m x 14.5m on High Holborn elevation from April 2018 to May 2019.-19-20 High Holborn. **Refused, 22/06/2020. Appeal dismissed APP/X5210/Z/18/3206572, 16/05/2019.**

2018/5200/A - Temporary display of shroud with 1 x externally illuminated commercial advertisement (using 13 x spotlights) on Camden High Street elevation until 31/12/2019. **Refused 30/01/2019.**

2018/5339/A - Erection of a temporary advertisement shroud on the corner of Euston Road and Cleveland Street. **Refused 21/12/2018. Appeal dismissed APP/X5210/Z/19/3220695, 28/06/2019.**

2019/4716/A - Display of 1 x externally illuminated shroud advertisement to cover front facade of first and second floors (6.5m x 4.5m). **Refused 21/02/2020.**

2019/4561/A - Display of non-illuminated 3-sided shroud advertisement, wrapped around existing site office cabins supported on steel gantry for a temporary period until 01/10/2020.-150 Holborn. **Refused 23/12/2020.**

2019/5307/A - Temporary display of illuminated banner to Chalk Farm Road and Ferdinand Street elevations. **Refused 27/11/2020.**

2020/2845/A - Temporary display of a scaffold shroud with 1:1 image of new building and a 12m x 7m non-illuminated advertisement panel on Haverstock Hill elevation until 31/05/2021. **Granted 07/12/2020.**

Site Enforcement history:

EN12/0849 (Continued display of advertisement of shroud following refusal of advert consent).

EN12/1026 (Erected Shroud time period has lapsed).

EN16/0922 (Shroud and advert displayed though construction works appear complete. Possible breach of condition 6 of 2016/0547/A.)

Other local site Enforcement history (various location within Camden):

EN17/0117 – 11 Belsize Lane.

EN16/1003 – Donmar Theatre, Kings Boulevard.

EN16/1035 – Huxley House, 32 Lawn Road.

EN16/0486 – 187 Camden High Street.

EN15/1264 – 275-277 Pentonville Road.

EN15/0173 – 150 Holborn.

EN14/1149 – 1-11 Euston Road.

EN14/0446 – 15 Cleve Road.

EN11/1084 – The Great Northern Hotel, St Pancras Way.

Relevant policies

National Planning Policy Framework 2019

The London Plan March 2016

Publication London Plan December 2020

The Camden Local Plan 2017

D1 Design

D2 Heritage

D4 Advertisements

Camden Planning Guidance

CPG Advertisements (2018)

CPG Design (2021)

CPG Amenity (2021)

Camden Town Conservation Area Appraisal and Management Plan (2007)

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

Assessment

1.0 Proposal

- Advertisement consent is sought for the following works:

ORIGINAL:

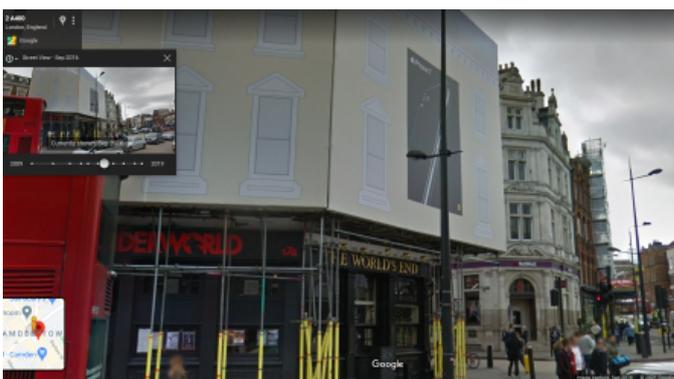
- Display of an externally illuminated 1:1 shroud with advertisements to wrap around and cover the first, second and third floors/ roof space of the building frontages to North, West and South elevations for period of 8 months.
- The total area of the shroud would be 556.8m². With the ground floor not proposed to be covered, the maximum height of the shroud above ground level would be 16.71m.
- The North Elevation (facing Camden Road) section would measure 12.8m in height and 8.4m in width, with an inset advert measuring 3.3m by 3.3m at first floor level.
- The West Elevation (facing Camden High Street) section would measure 12.8m in height and 10.6m in width, with an inset advert measuring 3.3m by 3.3m at first floor level.
- The South Elevation (facing Greenland Road) section would measure 12.8m in height and 20.8m in width, with an inset advert measuring 4m by 7m at first floor level.
- The shroud would be externally lit by LED billboard lights with an illumination level of 3400 lumens; these would be located above each advert panel directed downwards to the advert.

REVISIONS:

1.2 A revision was received during the course of the assessment to remove illumination from the scope of the proposed works. All other elements of the proposal remain as per bullet points 1- 5.

BACKGROUND:

- As can be seen from the site planning history above, there have been similar schemes approved in the recent past. Both applications refs: 2016/0547/A & 2016/4611/A were justified by the applicant at the time by stating that construction works would be carried out on site, and that the shroud in place would shield the construction works.
- As part of this current application, the applicant has stated that on each previous occasion, the construction works were in fact not carried out, and so; they have re-submitted a new request for advertisement consent, again stating that the shroud would be in place to shield the construction works.
- It is noted from Google street view imagery (September 2016) that scaffolding was erected around the premises with a shroud with advert. This shroud advert followed the approval 12/07/2016 for a temporary display of a shroud with a non-illuminated advertisement to Camden High Street elevation (planning reference: 2016/0547/A).



ASSESSMENT:

- The main considerations as part of the proposal are assessed in line with The Town and Country Planning (Control of Advertisements) Regulations 2007 which permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.
- Paragraph 1.25 of Camden Planning Guidance Advertisements (2018), states “Conservation areas and listed buildings are particularly sensitive to shroud advertisements as they can appear overwhelming, and disrupt the appearance of a high quality built environment. Therefore, given the scale and size of shroud advertisements these types of advertisement proposals will only be considered acceptable primarily in commercial areas and only where they screen buildings under construction, alteration or refurbishment. If considered acceptable they will be allowed for a temporary period and should be removed on completion of the works should they be sooner than the approved period”.

2.0 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 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 proposed adverts do not comply with the guidance outlined above due to:

- The proposed shroud would exceed the height of the completed host building, as evident by the strip of blue ‘sky’ visible on the top of each elevation.
- The proposed adverts would cover an area on the shroud greater than 10% of two of the proposed elevations of this conservation area site;
 - To Greenland Road the total elevation of the shroud has an area of 231.68m², 10% of this

would be 23.16m². The proposed advert here is 28m², and therefore over 10%.

- To Camden High Street the total elevation of the shroud has an area of 135.68 m², 10% of this would be 13.56m². The proposed advert here is 10.89m², and therefore under 10%.
- To Camden Road the total proposed elevation of the shroud has an area of 107.52m², 10% of this would be 10.75m². The proposed advert here is 10.89m², and therefore over 10%.

2.6 The Camden Town Conservation Area Appraisal and Management Plan (2007) 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 rather than a hoarding, it would have a scale on the Greenland Road elevation which is akin to a hoarding, and is therefore contrary to preserving the character of the conservation area.

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 The applicant has provided a schedule of works document, and additional schedule of condition reports regarding the construction works to be carried out at the site, and in order to justify the need for the shroud as proposed. Officers have reviewed the detail of these documents, but it is not clear from the works described as to why the shroud covering is needed over the elevations, where the required works described in the schedule seem to be at roof level, or are not clearly detailed to enable a thorough understanding of where they would take place. It is also noted that some of the works as highlighted within the schedule of works documents do not relate to the host site as outlined on the site location plan submitted. The applicant has failed to convince the Council that the scaffold shroud is necessary, and so; given the negative impacts as described above, the application should be refused.

2.9 During discussions, following the revision to remove illumination of the proposed adverts, the applicant highlighted another scheme, ref: 2020/2845/A as referenced in the planning history section (other local sites), stating that; omitting illumination from that proposal had helped to achieve approval for advertisement consent in that instance. Due consideration was given to this matter, however it is noted that the informative attached to that decision confirms that the proposal 2020/2845/A met with the Council's planning guidance with regards to Advertisements whereas this proposal in hand does not.

2.10 In addition to the above, the proposed host site here is considered to be a highly prominent location within the street scene and wider conservation area, and therefore; advertising here would be generally resisted. As highlighted by the planning history section above; it is noted that several applications have been refused on this site including two which have been dismissed at appeal. The applicant has failed to convince the Council that the scaffold shroud is necessary, and so; given the negative impacts as described above, the application should be refused.

2.11 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. The proposed 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).

3.0 Transport and Highway Operation

3.1 The size and location of the signage would be a prominent addition to the streetscape in a busy location for both pedestrian and vehicular traffic; however, given the revision to the scheme to remove illumination from the scope of works, the signage is not considered to form a significant distraction to

motorists.

3.2 As such, the proposed signage presents no public safety issues or concerns.

4.0 Conclusion

4.1 Given the above assessment, the proposed development is considered to form an insensitive addition to the area, causing harm to appearance of the highly prominent host building, and; the character and appearance of the Camden Town Conservation Area. The scale of the advertisement would serve to obscure the entirety of the elevations above ground floor level, forming an inappropriate intrusion to the street-scene.

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.

5.0 Recommendation

5.1 Refuse Advertisement Consent.