

Delegated Report		Analysis sheet		Expiry Date:		14/04/2021	
		N/A / attached		Consultation Expiry Date:			
Officer				Application Number(s)			
Matthew Dempsey				2021/0751/A			
Application Address				Drawing Numbers			
226 Camden High Street London NW1 8QS				Please see Decision Notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of an 8.4m x 5.7m mural incorporating an internally illuminated 2m x 3m screen to first floor flank wall.							
Recommendation(s):		Refuse Advertisement Consent					
Application Type:		Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses	01	No. of objections	01
Summary of consultation responses:		<p>One objection was received from a local resident during the assessment of the application. Their objections can be summarised as follows:</p> <ul style="list-style-type: none"> Unacceptable size, scale and dominance of the advert. Inappropriateness of digital advertising in this part of Camden Town. <p>They also note their preference for non-illuminated hand painted advertising.</p>					
CAAC/Local groups* comments: *Please Specify		n/a					

Site Description

The host building is at the corner of Camden High Street and Hawley Crescent. It is a three storey building with commercial uses at ground floor. The upper floors of the side flank wall, fronting on to Hawley Crescent, is a blank brick façade, currently painted a cream magnolia colour.

This application relates to the flank wall. This is best appreciated from the South when travelling along Camden high Street Headed northwards.

The host property is not listed nor is it within a Conservation Area, however it is considered to have a very prominent position within the world famous Camden Town shopping district.

Whilst there have been advert displays previously approved for the site these have since been removed.

Relevant History

2005/0934/P - Use of the flank wall of the premises for the display of an advertisement panel (6m x 3m) in accordance with the conditions and limitations of Class 13 of Schedule 3 to the Town and Country Planning (Control of Advertisements) Regulations 1992. **Granted 08/06/2005.**

2006/2766/A - Display of high level 48-sheet internally illuminated advertisement lightbox. **Granted 17/11/2006.**

2019/0835/A - Display of an internally illuminated LED digital hoarding sign measuring 2.5m in width by 4m in height, positioned on flank wall on Hawley Crescent. **Withdrawn 29/03/2019.**

EN19/0300 – Discontinuance notice dated 05/03/2020 against an illuminated digital advertisement display on the flank wall of 226 Camden High Street. An appeal against the notice was dismissed on 11/11/2020.

Relevant policies

National Planning Policy Framework 2021

The London Plan 2021

The Camden Local Plan 2017

D1 Design

D2 Heritage

D4 Advertisements

Camden Planning Guidance

CPG Advertisements (2018)

CPG Design (2021)

CPG Amenity (2021)

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

Assessment

1.0 Proposal

- 1.1 Advertisement consent is sought for the display of signage to the first and second floor flank wall of 226 Camden High Street.
- 1.2 The proposed advertising space is an area of flank wall measuring 8.4m in width by 5.7m in height, which is surrounded by panelling proposed to be painted with a mural.
- 1.3 The proposed digital screen is 2m wide by 3m in height and will project 0.25m positioned centrally upon the flank wall..

REVISIONS:

- *Initially the proposal specified a 48 sheet (6.2m by 3.2m) digital screen, positioned on steel supports near to the corner of the flank wall at second floor level. The surrounding flank wall was to be painted black.*
- *The applicant was advised the initial scheme was considered unsuitable, and a smaller screen was proposed (2m x 3m), also positioned near to the corner of the flank wall at second floor level, and with a mural painted cladding surround.*
- *Upon receipt of the final revision (as described 1.1 – 1.3), the applicant was advised the proposal was considered unsuitable and would be recommend for refusal. The applicant was offered the opportunity to withdraw the application but stated they would rather receive a formal decision.*

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 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'.
- 2.3 The proposal incorporating both a digital screen and elements of shroud and banner advertising is considered inappropriate and unsuitable due to the size of the overall installation and the prominence this would have, covering the entirety of the flank wall at first to second floors.
- 2.4 CPG Adverts (2018) outlines that large scale shroud and banner advertising would only be permissible under certain circumstances, in both cases the intention is for the display of adverts on a temporary basis, however under this proposal the installation would become a permanent feature of the street scene.
- 2.5 It is acknowledged that there is a variety of advertising in this area, particularly for those commercial properties fronting Camden High Street, however although there is an eclectic mix of displays in place within proximity of the host site, few of the existing larger high level displays are illuminated and they tend to add rather than detract from Camden Town's

unique character. In contrast the proposed advertisement display due to its large size and and illuminated panel box with no connection to the business carried out at the premises on which it is sited would over-dominate and detract from these more individual displays. Although previously there has been a large illuminated advertisement in the host location (see planning history section ref: 2006/2766/A), it is considered that this would no longer accord with the Advertisement guidance updated in 2018, and that the assessment for this application should be undertaken with the most up to date guidance.

2.6 It is notable that the opposing flank wall (to the side of 267 Camden High Street) includes a hand painted mural without any digital screen or illumination involved. The applicant was advised that a purely hand painted design may have been considered acceptable given the surrounding context, but the proposed combination of digital screen and vast panelled surround is not acceptable.

2.7 This is backed up by the consultation response from a local resident who opposes the application including a digital screen, but would accept a hand painted non-illuminated work of art in keeping with the place which Camden Town has become well know for.

3.0 Transport and highways safety:

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; given the partially illuminated nature of the proposed scheme, i.e.) the digital screen element; the signage is considered to have the potential to distract motorists.

3.2 It is acknowledged that conditions could be imposed which would restrict the level and nature of illuminated displays which could alleviate concerns with regards to impacts on highways safety.

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 street scene. The scale of the advertisement would serve to obscure the entirety of the elevations above ground floor level and add undesirable bulk to the flank wall.

4.2 The proposal is contrary to policies A1, D1 and D4 of the Camden Local Plan, and also contrary to CPG Advertisements and therefore the recommendation for refusal is warranted on this basis.

5.0 Recommendation

5.1 Refuse Advertisement Consent.

6.0