

# 4D PLANNING™

Chartered Town Planners & Architectural Technicians

## PLANNING / DESIGN & ACCESS / HERITAGE STATEMENT

Temporary advertising installation to external elevations.  
(retrospective)

**Property Address:** The Lock Tavern, 35 Chalk Farm Road,  
NW1 8AJ.

**December 2021**

## **1.0 INTRODUCTION**

**1.1** This Planning / Design and Access / Heritage Statement is submitted on behalf of the applicant in respect of an advertisement consent application to erect and display a temporary advertising installation. This Statement should be read in conjunction with other drawings and documents accompanying the planning application.

**1.2** This Statement comprises:

- A description of the site in the context of relevant heritage assets;
- An analysis of any heritage asset guidance of specific relevance to the property;
- A summary of relevant planning policy and,
- An assessment of the proposed development in light of relevant heritage matters.

**1.3** The application premises is not listed nor is it located within a Conservation Area. It is however located near to the Harmond Street Conservation Area.

## **2.0 DEVELOPMENT**

### **Background**

**2.1** The works involve the erection and display of an overall advertisement installation to the front / external elevations of the property.

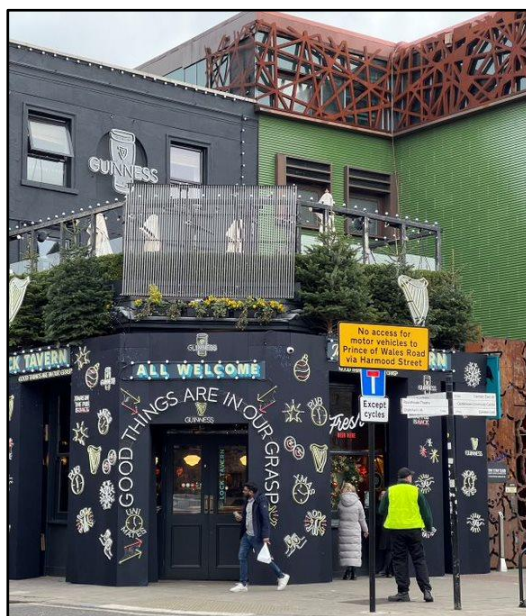
**2.2** The installation is part of a significant national ‘Guinness – Light Up Your Local’ national advertising campaign which is aimed at promoting visits to public houses over the Christmas campaign. The campaign comes after a significant and extended extremely difficult trading time for public houses as a result of Covid 19. In seeking to promote visits to public houses it is hoped to re-invigorate the importance of the pub as a means of socialising and in doing so help sustain jobs in the pub industry through increased footfall.

**2.3** The flag ship site for the national advertising campaign is the Lock Tavern pub. 24 other sites across the UK will also be the focus of a scaled down advertising installation akin to that proposed at the Lock Tavern Pub. The proposed advertising installation will feature in many related advertising mediums which will likely include TV, social media and print.

## The Advertising Installation

**2.4** The proposal is to erect an LED light display ‘curtain’ over part of the front façade of the pub but leaving space for the pub frontage at ground level which will Guinness livery attached to it. The installation will in no way impact on the structure of the building - the curtain will be affixed to existing structures hung on the flat roof terrace of the pub, and signage/advertising at ground level will be temporarily affixed to the pub frontage.

**2.5** Videos (graphics & Guinness / pub related media) will be played on the LED curtain at a resolution of 601 x 337. There will be 150 x 83 pixels on the building. Whilst videos aren’t playing the curtain will be semi-transparent allowing the building behind to be seen.



*Figures 1 – 3: Advertising installation*

## **Duration of Advertising Installation**

**2.6** It is only sought to have the installation in position for a for a period of 28 days over the Christmas period. It will then be removed in its entirety.

## **3.0 PLANNING HISTORY**

**3.1** There is no recent / relevant history to No. 35.

## **4.0 HARMOOD STREET CONSERVATION AREA**

**4.1** The site is not in but is close to this conservation area.

**4.2** The special character of the Conservation Area is multi-faceted and includes its historical origins, domestic cottage style properties, and largely residential character. *The proposed advertising installation is temporary in nature and would have no material permanent adverse impact whatsoever on the special character and appearance of the and conservation area.*

## **5.0 PLANNING POLICY**

**5.1** The National planning Policy Framework (2021) places significant emphasis on the conservation and enhancement of the built environment.

*It is considered the proposal would have negligible impact on the character and appearance of the neighbouring conservation area.*

## **Camden Local Plan 2017**

**5.2** Policy D4 (Advertisement) states:

*“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.*

*We will support advertisements that:*

- a. preserve the character and amenity of the area; and*
- b. preserve or enhance heritage assets and conservation areas.*

*We will resist advertisements that:*

- c. contribute to an unsightly proliferation of signage in the area;*
- d. contribute to street clutter in the public realm;*

e. cause light pollution to nearby residential properties or wildlife habitats;

f. have flashing illuminated elements; or

g. impact upon public safety.

*The Council will resist advertisements on shopfronts that are above fascia level or ground floor level, except in exceptional circumstances. 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 .”*

***The proposed advertising installation is of a non-conventional nature – it is part of a national advertising campaign that seeks to re-invigorate the importance of the pub as a means of socialising and in doing so help sustain jobs in the pub industry through increased footfall. The installation is Christmas themed and in many ways the advertising will be akin to Christmas decorations. The installation is temporary in nature and will be removed in its entirety after a short period of time (i.e. no more than 28 days). The premises is within a commercial parade where there is a variety of advertising at present.***

**5.3** Policies D1 and D2 relate to Design and Heritage respectively. It is not considered the proposed works would be contrary to these policies for reasons discussed above.

**5.4** Policy C4 relates to Public Houses and states that the Council will seek to protect public houses. ***The proposed advertising is of a nature which is very much concerned with promoting the pub industry as a whole.***

## **6.0 CONCLUSION**

**6.1** Having regard to the afore mentioned context, policy and guidance, it is not considered that the development in question would have an adverse impact on the neighbouring conservation area. The advertising installation proposed would be a short term and innovative addition to the streetscene that would have no permanent adverse impact on the conservation area.

**6.2** The applicant is amenable to planning conditions with respect to luminance, audio, nature of video display and times of video display.