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London Borough of Camden
Planning Department
5 Pancras Square
London N1C 4AG

10th March 2022

Dear Sir/Madam

**Re: Planning Application 226 Camden High Street London NW1 8QS
Application for a hand painted Advertising Mural on brick flank wall**

Attached is a Planning Application made on behalf of London Lites Ltd for a hand painted Advertising Mural on the brick flank wall of 226 Camden High Street.

A previous application by the applicants for an LED digital advertising display was refused on 27th October 2021 (Reference 2021/0751/A). During discussions with the Council the Case Officer Matthew Dempsey indicated in an email dated 3rd August 2021 (attached as Appendix 1 of this statement) that:

‘I would suggest without prejudice it would be preferable to have an entirely hand painted mural, with no screen or cladding involved. I think this would be considered more appropriate for this character and setting of the street scene.’

Consequently, the applicants have submitted this application for a hand painted advertising mural only in line with the Councils’ preferences.

The site of this application is the southern flank wall of 226 Camden High Street. This building is three stories high and has a commercial premises on the ground floor. The site is in the heart of Camden Market which is a very busy and bustling prime shopping destination and an important international tourist attraction. This part of the town centre has considerable activity day and night. Camden High Street at this point is primarily commercial in character with a mix of shops, market stalls, pubs and restaurants.

Many of the adjacent buildings in Camden High Street already have a range of large high level, eclectic advertisements which are highly prominent. Advertisements are very much part of the street scene and positively and significantly contribute to the unique, vibrant and colourful character of Camden Town.

This flank wall has a long-standing use for advertising that has been established over several decades. Advertisement Consent for a 3.4m x 6.4m lightbox was granted on this site by Camden Council in 2006 (Reference 2006/2766/A). Prior to 2020 on this site, another operator had an internally illuminated lightbox (measuring 3.4m x 6.4m) and subsequently a digital advertisement on this site, both of which, have been removed.

With reference to the attached drawings this proposal is to hand paint an advertising mural on the brick flank wall. The mural will therefore not protrude from the building and appear less bulky than the previous advertising display. It is intended this mural will be used to display advertisements for products that are sold on the premises and in Camden Market. Advertisements can be important to commercial shopping areas being both informative and adding interest and vitality to the street scene. This display is thought to be appropriate and will add an element of interest, in what is an innovative modern marketplace frequented by the young and fashionable Camden Market shoppers. This advertisement has in the past added vibrancy to the locality and contributes to the unique character of Camden High Street.

We believe the proposed advertising mural will be in keeping with the building, surrounding properties, other advertisements and lively street scene.

Planning Policies and Grounds for Approval

The National Planning Policy Framework 2021 and in particular Planning Practice Guidance for Advertisements Paragraph 038 (Revised 06 03 2014) relates to subsequent modifications to advertisements with express consent. We submit that this proposal will not materially alter this site that was previously approved for advertising. We believe that this proposal will bring the advertising on this site in line with the other eclectic murals, painted signs and advertisements in Camden High Street. The guidance also suggests that it would be reasonable for a local authority to allow minor changes particularly if the size of the advertisement remains the same.

National Planning Policies and in particular Planning Practice Guidance Paragraph 079 (updated March 2014) states that an advertisement 'would be permitted in an industrial or commercial area of a major city (where there are large buildings and main highways) where the advertisement would not adversely affect the visual amenity of the neighbourhood of the site.'

We believe this proposal, in this neighbourhood, adheres to these amenity criteria. Camden Town is designated as a Major Centre in the 2021 London Plan. Camden High Street is a predominantly commercial, well-lit main road and the area has large buildings and an elevated railway line of a substantial scale. The neighbourhood is a city centre location and the site is part of a prime shopping frontage. The previous advertisement and the proposed advertisement contribute to the vibrant street scene. It is believed the proposed advertising mural is modest and would not be out of place set against the surrounding buildings and the backdrop of existing painted signs and murals. The backdrop for the advertisement is therefore of an entirely commercial nature. It is suggested that this is the type of busy arterial road where well-placed advertisements may be acceptable in the interests of visual amenity.

Planning Practice Guidance (Revised March 2014) Paragraph 067 states that 'There are less likely to be road safety problems if the advertisement is on a site within a commercial or industrial locality'. We believe this site on a major road corridor in a commercial locality, conforms to these criteria and it is submitted that the advertisement does not present a highway safety issue. This location has been deemed suitable for other advertisements in the area without detriment to highway safety.

The proposed advertisement does not obscure or conflict with any other road signs or signals and the long range of visibility gives drivers ample time to assimilate the advertisement material within their normal field of vision. This type of mural is a common feature in Camden and it is believed that it does not present a road safety hazard.

Attached to the planning application is a Highway Safety Report (Document 008) prepared by Vectos which was commissioned as part of the applicants previous planning application. This details the relatively low accident statistics of this location and concludes that advertising at 226 Camden High Street is not detrimental to highway safety.

It is understood historically, that this advertisement was in place without complaint for many years and has not been directly linked to any highway or public safety issues. We believe that this area has not changed since the previous consent was granted in 2006 but in fact has expanded, become busier and more popular. The proposed advertising mural will not obscure any architectural features of the building. It logically follows that as advertising has already been approved on this flank wall, this proposal would not raise any highway or amenity issues.

With regard to both amenity and highway safety, the proposed advertising mural will be static and non-illuminated.

In conclusion this advertisement is straightforward in its overall form and advertising on this site is part of the street scene. The principle of advertising on this site was previously granted express consent and is considered acceptable on this primary shopping frontage in this city centre location. This proposal for a hand painted advertising mural will integrate advertising on this site with the other murals and painted signs in Camden High Street. We believe this advertising mural will not have an adverse effect on the character and appearance of the host building or surrounding area and there will be no harm to the visual amenities or public safety. Moreover, this advertisement together with others positively contributes to the unique vibrant character of this part of Camden Town.

We hope that the London Borough of Camden will support this improvement to an untidy flank wall and should you have any queries regarding the above or attached information please do not hesitate to contact me.

Yours faithfully

Tony Reade

Appendix 1



Matthew Dempsey

RE: 226 Camden High Street - Advertisement consent 2021/0751/A

To: tony reade

Inbox - Google 3 August 2021 at 10:10



Dear Tony,

RE: 226 Camden High Street - Advertisement consent 2021/0751/A

Thanks for your e-mail and call. Apologies for the delay to respond back following the options you have sent.

I have had discussions with my senior colleague about these adverts and they are not supportive of the adverts as proposed.

There is concern about the proposed screen due to the public safety implications of placing the advert in this location.

There is also concern about the proposed cladding to display the mural as shown, as there would be no control over the imagery displayed under advertisement regulations, and there is concern regarding the bulk of this installation.

I would suggest without prejudice it would be preferable to have an entirely hand painted mural, with no screen or cladding involved. I think this would be considered more appropriate for this character and setting of the street scene.

If you would like continue discussions regarding this proposal, I would like to convert the application to a pre-app whereby we might explore further possibilities. Alternatively you could withdraw the current application and re-consider.

I will call back in a moment, but wanted you to have this in writing also.

Kind regards,
Matthew

Matthew Dempsey
Planning Technician

Telephone: 0207 974 3862



The majority of Council staff are continuing to work at home through remote, secure access to our systems. Where possible please communicate with us by telephone or email.