

Delegated Report		Analysis sheet		Expiry Date:		05/05/2022	
		N/A / attached		Consultation Expiry Date:		n/a	
Officer				Application Number(s)			
Matthew Dempsey				2022/0963/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 hand painted mural advert on brick 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	00	No. of objections	0
Summary of consultation responses:		n/a					
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. On the upper floors, fronting onto Hawley Crescent, is a blank brick flank wall, 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 in close proximity to both the Regent's Canal and Camden Town Conservation Areas, and is considered to have a very prominent position within the world famous Camden Town shopping district.

Relevant History

2003/0565/A - The continued display of 3 internally illuminated signs on the front and side elevations. **Granted 31/10/2003.**

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 **Withdrawn 29/03/2019.**

2019/3704/NEW - Replacement of existing signs with 2x internally illuminated fascia signs reading - 'Pizza Warehouse' in large letters and 'Stone Baked' in smaller letters. **Withdrawn 12/09/2019.**

2019/4320/A - Display of 2 x internally illuminated letter signs at fascia level (Retrospective). **Granted 19/08/2020.**

2021/0751/A - Display of internally illuminated screen to first floor flank wall. **Refused 27/10/2022, Appeal dismissed 02/12/2021.**

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 a total area of 8.4m in width by 5.7m in height.
- 1.3 The proposal would entail a mural advertisement being hand painted on to the flank wall. An image of a surreal seascape on the entire wall with the logo/label of a company in the top left corner is shown in the application submission.

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 proposed mural is considered inappropriate and unsuitable due to the size of the overall display 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 along Camden High Street. However although there is an eclectic mixed of displays in place within proximity of the host site, the approved advertisements within the immediate vicinity all relate to the host premises upon which each advertisement is fixed. This is considered to be a significant part of the character of the surrounding area. All of the existing larger high level displays relate to businesses which are local.
- 2.6 During discussions relating to the previously refused scheme (application reference 2021/0751/A), the applicant was advised that a purely hand painted design may have been considered acceptable given the surrounding context but the display would need to relate to the host premises or local business or otherwise be in-keeping with the local context.
- 2.7 It is noteworthy from the previously refused scheme, which was dismissed at appeal (see planning history section above), that the Inspector specifically noted that "the majority of the adverts along the high street relate to the commercial use taking place within the building they were located on and this forms an important part of the character of the area" (Appeal Decision App/X5210/Z/21/3286829 para 6).
- 2.8 The advert shown on the proposed drawing does not specifically relate to the host site or any local business. Furthermore, if approved the local planning authority would not have control over the actual image displayed and; as such, it is not considered acceptable.

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. However, given the lack of illumination, the proposed signage is not considered to have the potential to significantly distract motorists. The siting and appearance would not obstruct, impede or distract any pedestrians or motorists unduly.

3.2 Given the above, the proposal is not considered to have a negative impact on public safety.

4.0 Conclusion:

4.1 On balance, 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 streetscene. The advertisement would detract from the appearance of the building on a permanent basis and it would represent an incongruous addition to the building which would diminish the context and character of the Camden High Street area.

4.2 The proposal is therefore 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.