

<b>Delegated Report</b>	<b>Analysis sheet</b>	<b>Expiry Date:</b>	<b>05/09/2022</b>
	N/A	<b>Consultation Expiry Date:</b>	N/A

<b>Officer</b>	<b>Application Number(s)</b>
Nora-Andreea Constantinescu	2022/2954/A

<b>Application Address</b>	<b>Drawing Numbers</b>
Railway Bridge Wall Kentish Town Road London NW5 2TG	See draft decision notice

<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>

<b>Proposal(s)</b>
Display of non-illuminated poster board measuring 1.7m high x 6.2m wide on the railway bridge (Retrospective).

<b>Recommendation(s):</b>	<b>Refuse Advertisement Consent and Warning of Prosecution Action</b>
<b>Application Type:</b>	<b>Advertisement Consent</b>
<b>Conditions or Reasons for Refusal:</b>	<b>Refer to Draft Decision Notice</b>
<b>Informatives:</b>	

<b>Site description:</b>
The application site is the railway bridge boundary wall on Kentish Town Road almost opposite Kentish Town Station.
The area is characterised by commercial ground floor premises with residential properties above.
The site lies just opposite the boundary of Kentish Town Conservation Area and within Kentish Town Neighbourhood Plan area.
<b>Relevant History</b>
No relevant records at the application site.

## Relevant policies

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

### National Planning Policy Framework 2021

### The London Plan 2021

### Camden Local Plan 2017

Policy A1 Managing the impact of development

Policy D1 Design

Policy D4 Advertisements

### Kentish Town Neighbourhood Plan 2015

Policy D3: Innovative building design

### Camden Planning Guidance (CPG) 2018-2021

CPG Advertisements– paragraphs 1.1 to 1.9; and 1.30 to 1.23 (Estate Agent Boards)

CPG Design - chapters 2 (Design excellence) and 3 (Heritage)

### Kentish Town Conservation Area Appraisal and Management Strategy 2011

## Assessment

### 1. Proposal

The proposal seeks retrospective advertisement consent for the display of a non-illuminated signage board measuring 1.7m in height x 6.2m in width located on the railway bridge. This is a wall-mounted timber poster board capable of accommodating 6 advert posters.

### 2. Considerations

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

The main issues to be considered are:

- Visual Amenity
- Public safety

### 3. Visual Amenity

Under Policy D4 of Camden Local Plan the Council will require advertisements to preserve or enhance the character of their setting and host building and that they must respect their form, fabric, character and be of the highest standard of design, material and detail. The policy goes on to state that we will resist advertisements that contribute to an unsightly proliferation of signage in the area.

Policy D3 of Kentish Town Neighbourhood Plan states that all proposals must be based on a deep understanding of the site and its context, be well integrated into their surroundings and reinforce and enhance local character, and draw upon key aspects of character or design cues from the surrounding area.

Policy D2 Camden Local Plan states that the Council will resist development outside a conservation area that causes harm to the character or appearance of that conservation area. CPG Advertisements state that advertisements would not usually be acceptable in predominantly residential areas and will carefully be controlled in conservation areas and on or near listed buildings, to ensure that they do not detract from the area's and building's character and appearance.

The proposed location of the advert is opposite the buildings within the Kentish Town Conservation Area

and near nos. 292-294 The Assembly House Public House, a Grade II listed building and no. 1A Leverton Place, also Grade II listed. There is no established characteristic of adverts on railway bridge walls and it is considered that the proposed advert and frame, due to its expanse and position on this wall, creates visual clutter and detracts from the character of the streetscene and wider area.

When considering the character of the area, the commercial properties opposite the site have traditional sized fascia and projecting advertisements within the shopfronts in line with the Council's policies and guidance. Whilst the area has a mix of uses and is predominantly in commercial use, the proposed advert would be located on a brick wall, which is a functional feature of the railway bridge and does not relate to any uses nearby and therefore the advert appears incongruous in this location. There is no evidence to suggest that such adverts have been allowed here in the past or would be acceptable in this location.

There is already a larger billboard sign north of the proposed location and another on the opposite side, at the corner of Kentish Town Road with Regis Road. These are adverts unrelated to building uses and they have a significant and in some cases harmful impact on the visual amenity of the area, given their size, location and design. When assessing the cumulative impact of the advertisements located in such proximity, it is evident that any additional ones in areas, such as on this railway bridge brick wall, even of a modest size, would further exacerbate their impact and result in harm to the character of the area.

In light of the above, the proposed sign is considered to be overly prominent and to create additional visual clutter and thus be detrimental to character and appearance of the railway bridge wall, streetscene and wider area.

### **3.Public Safety**

Due to its design and location on the railway bridge wall, it is not considered that the sign would cause any significant harm to public safety and is considered acceptable in this aspect.

### **4.Conclusion**

The proposed non-illuminated poster board advertisement, by reason of its prominent location outside a shopping parade characterised by signage, would result in incongruous visual clutter which would be detrimental to the character and appearance of the host building and streetscene.

### **5.Recommendation :**

1. Refuse advertisement consent

Reason for refusal:

The proposed advertisement, by reason of its size and location, would result in prominent and incongruous visual clutter which would cause harm to the character and appearance of railway bridge wall, streetscene and wider area, contrary to policies D1 (Design) and D4 (Advertisements) of the London Borough of Camden Local Plan 2017 and policy D3 of Kentish Town Neighbourhood Plan 2015.

2. Initiate prosecution action