

Delegated Report

Expiry Date:

30/11/2022

Officer

Application Number(s)

Tania Clifford

2022/4271/A

Application Address

Application Type:

143-145 Finchley Road
London
NW3 6JJ

Advertisement Consent

1st Signature

2nd Signature
(If refusal)

Conservation

Recommendation(s):

Refuse Advertisement Consent

Proposal(s)

Display of 2x internally illuminated fascia signs and 1x internally illuminated projecting sign.

Consultations

Summary of consultation responses:

No comments or objections received.

Site Description

The site is a modern retail unit within a retail frontage situated in front of residential apartments at Centre Heights. The site is not within a conservation area and is not listed.

Existing Photograph



Shopfront in July 2019



Relevant History

145 Finchley Road

2017/4026/A - Display of internally illuminated lettering at fascia level and 1 no. internally illuminated projecting sign to ground floor café unit. – **Granted 25/09/2017**

2017/3723/P - Replacement shop front to ground floor café (Sui Generis) – **Granted 25/09/2017**

2017/2169/P - Change of use of ground floor and basement unit from a bank (Class A2) to a mixed use café/restaurant (Sui Generis) – **Granted 11/07/2017**

2013/0822/A - Display of internally illuminated fascia, internally illuminated projecting sign and an internally illuminated ATM header, all to existing shopfront (Class A2). – **Granted 02/04/2013**

2006/5028/A - Display of 1 x internally illuminated fascia sign and 1 x internally illuminated projecting sign. – **Granted 16/11/2006**

AW9802724 - Replacement of fascia, name plates, and projecting signs, as shown on drawing number; 48844-10. – **Granted 22/10/1998**

9180083 - The display of an internally illuminated main fascia sign measuring 10.7m x 0.7m and internally illuminated projecting sign measuring 0.674m x 0.623m x 0.203m as shown on drawings nos. 5.9 5.10 4844/02B 14A and one un-numbered site plan. **Granted 16/07/1991**

9100490 - The installation of a new frontage to bank as shown on drawing nos. 4844/14A 01 02B and site plan. – **Granted 16/07/1991**

9005541 - Installation of a cash dispenser to replace existing machine as shown on drawing no. 0246/1/1A revised on 09.04.91. – **Granted 23/07/1991**

Relevant policies

The London Plan 2021

Camden Local Plan 2017

D1 Design

D4 Advertisements

A1 Managing the impact of development

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

Camden Planning Guidance

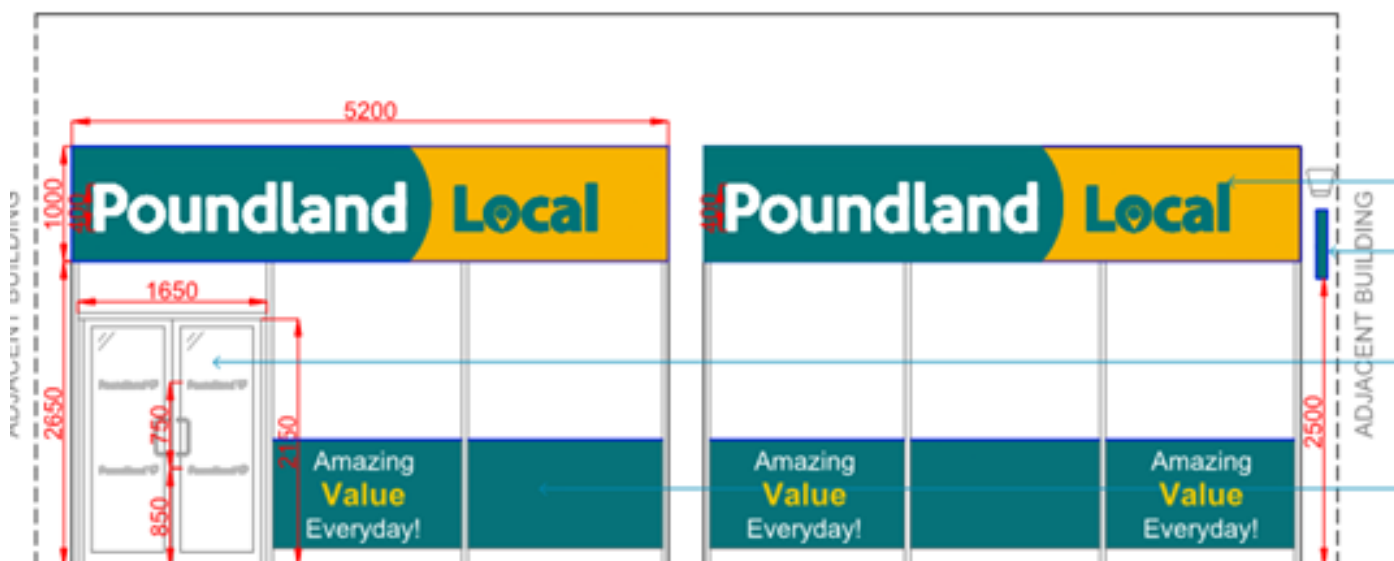
CPG Design (2021) Chapters 2 and 6
CPG Advertisements (2018) Paras 1.1 – 1.18

Assessment

1.0 Proposal

1.1 The application relates to the display of 2x internally illuminated fascia signs and 1x internally illuminated projecting sign.

Proposed Elevation



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

2.0 Assessment

2.1 The main planning considerations in relation to this application are as follows:

- Visual amenity
- Public Safety

3.0 Amenity

3.1 Policy D4 (Advertisements) requires advertisements to preserve the character and amenity of the area. Paragraph 7.82 of the policy states that “*advertisements and signs should be designed to be complementary to and preserve the character of the host building and local area. The size, location, materials, details and illumination of signs must be carefully considered*” It also states, “The Council will resist advertisements where they contribute to or constitute clutter or an unsightly proliferation of signage in the area.”

Fascia signs

3.2 The proposed internally illuminated fascia signs are considered to be unacceptable in principle by virtue of their size, siting, design and illumination. Camden Planning Guidance design states that “*Fascias should be of a suitable size and proportion in relation to the building and should not*

normally extend above the cornice or below the capital where this would upset the overall balance and proportions of a shopfront or the parade in which it is located." Although shopfront is not of a traditional design, it does have a clear area for the fascia advertisement. The current proposal includes a fascia which extends both above and below the fascia area, appearing unduly prominent and harming the appearance of the shopfront and the wider parade. Whilst the property next door has a fascia of a similar size this does not set a precedent and was approved due to the particular site circumstances (it was replacing an advertisement of a similar size). The predominant design of fascia along this parade have smaller fascias. This remains the character of this parade and approving a larger fascia would cause harm to this property, the wider parade and the street scene generally.

- 3.3 In terms of illumination the character of the parade is signs which are either non-illuminated, externally illuminated, halo or letter only internal illumination. It is proposed that the fascia sign would be letter only internal illumination, which would generally be acceptable, however given the excessive size of the fascia panels and lettering the illumination would appear visually dominant and out of character with the parade.
- 3.4 In light of the above, it is considered that the proposed display of the two internally illuminated fascia signs, due to their size, siting, design and illumination, would harm the appearance of the premises, the parade of shops and the wider street scene.

Projecting sign

- 3.5 The proposal includes 1 x projecting box sign which would be internally illuminated (letter only). The sign is of a modest size 0.6m x 0.6m. A number of units along this parade have internally illuminated (letter only) projecting sign and that currently proposed would not appear out of character. It is considered that this element of the proposal is acceptable and could be granted advertisement consent if the proposals were acceptable in all other respects.

Window vinyls

- 3.6 The submitted drawings include window vinyls however, advertisement consent has not been sought for them as part of this application. The display of window vinyls, if applied internally is considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 12 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore, does not require formal determination by the Council in the form of an advertisement consent application. If the vinyls were applied externally this would require advertisement consent and is unlikely to be considered acceptable.

4.0 Public Safety

- 4.1 Policy D4 (Advertisements) of the Camden Local Plan 2017 states that "*Highway safety with focus on vulnerable road users should be considered. Advertisements will not be considered acceptable where they impact upon public safety including result in glare and dazzle or distract road users because of their unusual nature, disrupt the free flow of pedestrians or endanger pedestrians*".
- 4.2 The proposed advertisement are not considered to pose any potential hazards to vehicular or pedestrian safety.

5. Recommendation: Refuse

- 5.1 Reason for refusal: The proposed fascia signs, by reason of its size, siting, design and method of illumination would result in a visually dominant addition, which would cause harm to the character and appearance of the host building and street scene, contrary to policies D1 (Design) and D4 (Advertisements) of the London Borough of Camden Local Plan 2017.