

159-161 Camden High St Site Location



This material has been reproduced from Ordnance Survey digital map data with the permission of the controller of Her Majesty's Stationery Office, © Crown Copyright.

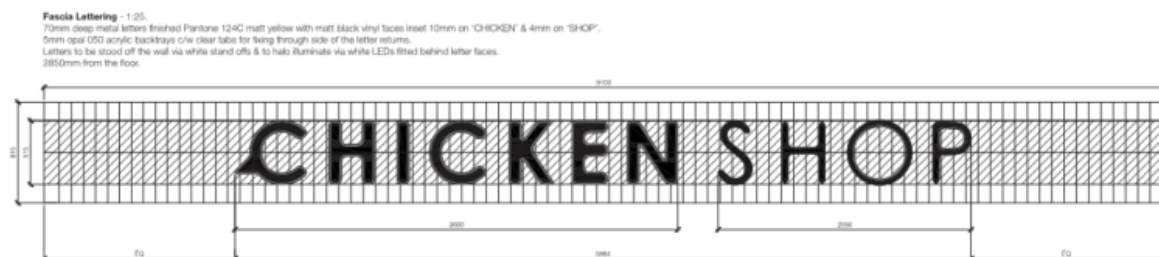
159-161 Camden High Street Photographs



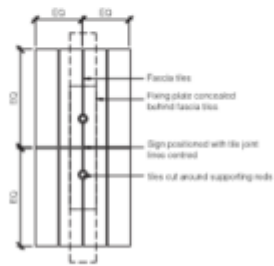
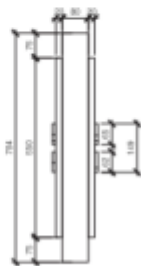
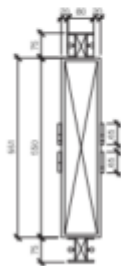
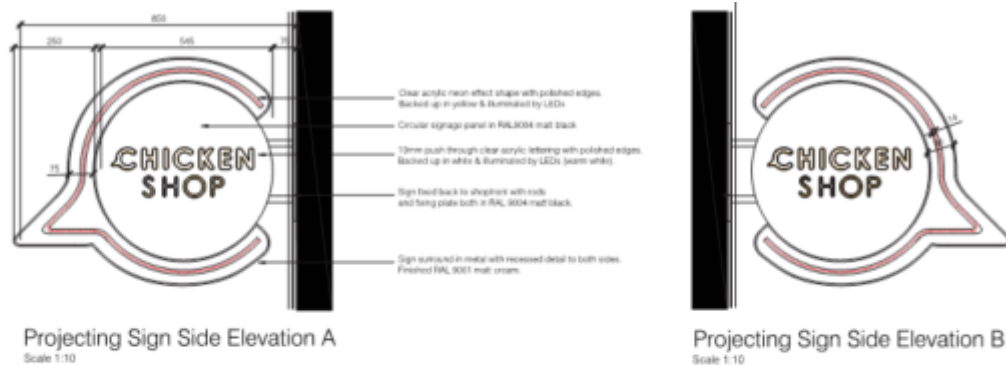
1. Photo of existing elevation



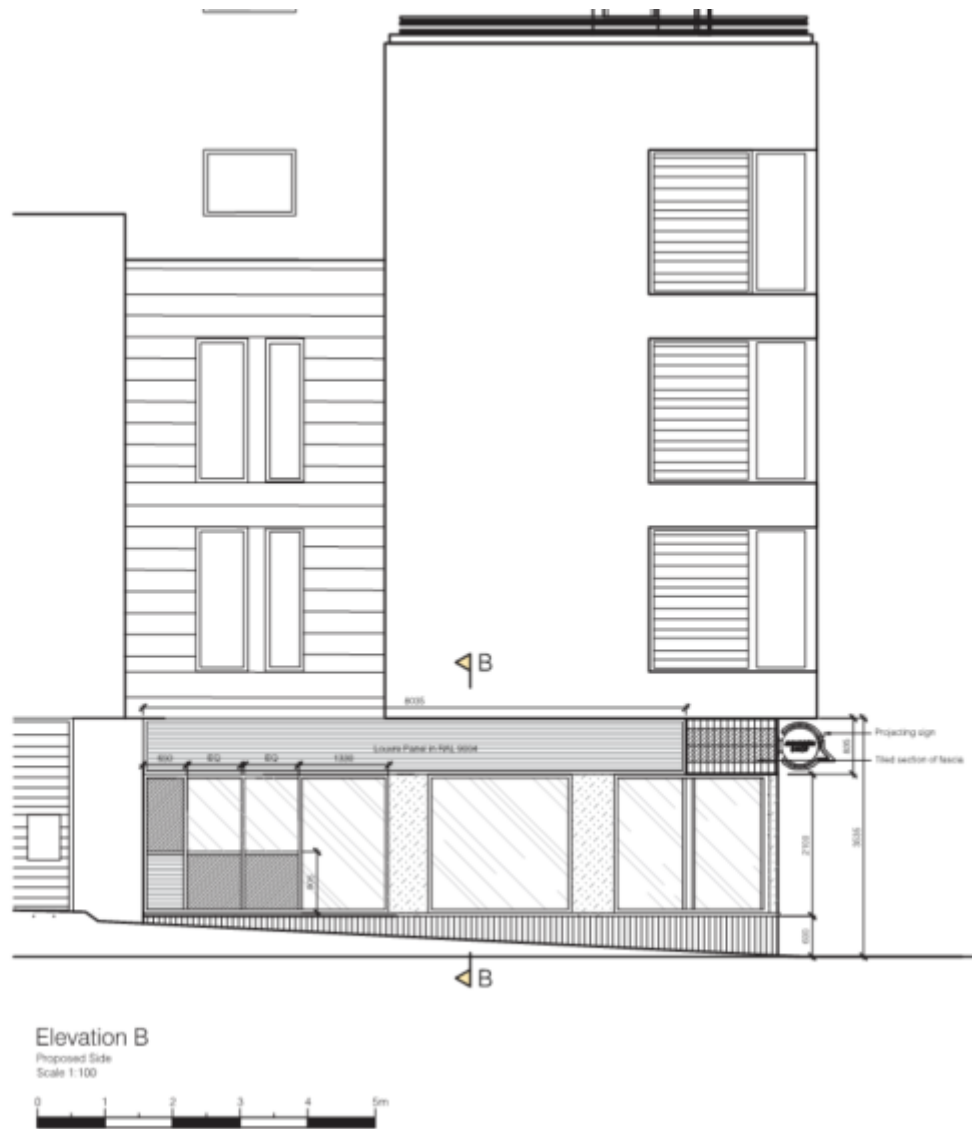
2. Proposed front elevation



3. Proposed fascia detail



4. Proposed projecting sign



5. Proposed side elevation

Delegated Report (Members Briefing)		Analysis sheet		Expiry Date:	19/07/2022
		N/A		Consultation Expiry Date:	27/07/2022
Officer				Application Number(s)	
Edward Hodgson				2022/2258/A	
Application Address				Drawing Numbers	
159-161 Camden High Street London Camden NW1 7JY				See draft decision notice	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		
Proposal(s)					
Display of 1 x halo illuminated fascia sign, 1x internally illuminated projecting sign and internally applied vinyl window logo.					
Recommendation:		Grant conditional advertisement consent			
Application Type:		Advertisement Consent			
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice			
Informatives:					
Consultations					
Summary of consultation:		None			
Adjoining Occupiers:		No. of responses	00	No. of objections	00
Summary of consultation responses:		None			
Camden Town CAAC:		<p>A letter of objection was received from Camden Town CAAC. Their objection can be summarised as follows:</p> <ul style="list-style-type: none"> Size and dimensions of the lettering are too large; and Halo-lit letters and internally illuminated projecting sign are not appropriate in a conservation area <p><u>Officer's response:</u> Please see section 2 of the report</p>			

Site Description

The application site is a five-storey modern building constructed in the late 2000s. It is finished in white render with dark brown cladding in the centre. The upper floors are in residential use (Class C3) with retail at ground floor and basement levels (Class E). The building is located on the junction between Camden High Street and Underhill Passage. There are two retail units at ground floor level, one which is occupied by Tesco and the other located on the corner with Underhill Passage and occupied by Chicken Shop.

The application site is not listed but is located within the Camden Town Conservation Area.

Relevant History

The planning history for the application site can be summarised as follows:

2006/0776/P - Demolition of existing 3 and 4 storey buildings and the redevelopment of the site through the erection of a five-storey plus basement level building, with retail (Class A1) at basement and ground floor levels, and 14 self-contained flats above (Class C3) with associated Conservation Area Consent application (Ref. 2005/0777/C). **Granted - 16/05/2006**

2020/0919/P - Change of use from an existing A1 (Retail use) to A3 (Restaurant use), together with the installation of replacement shopfront. **Granted - 23/09/2021**

2020/1498/A - Installation of replacement shopfront signage. **Granted - 04/10/2021**

2022/1324/P - Amendments to the shopfront approved under planning permission 2020/0919/P dated 23/09/21 (as further amended by NMA ref 2021/5314/P dated 18/01/22) for 'Change of use from an existing A1 (Retail use) to A3 (Restaurant use), together with the installation of replacement shopfront'. **Granted - 19/04/2022**

Neighbouring properties:

167-169 Camden High Street

2019/5247/A - Display of 1x internally illuminated fascia sign and 1 x internally illuminated projecting sign. **Granted - 21/01/2020**

137 Camden High Street

2020/0591/A - Display of 1x internally illuminated fascia sign and 1x internally illumination projecting sign. **Granted - 06/04/2020**

235 Camden High Street

2022/0132/A - Display of 1x internally illuminated 'halo' fascia sign, 1x externally illuminated projecting sign, 1x retractable awning and painted graphics to façade. **Granted - 21/06/2022**

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)

- **A1** Managing the impact of development
- **D1** Design
- **D2** Heritage
- **D4** Advertisements

Camden Planning Guidance:

- CPG Amenity (2021)
- CPG Design (2021)
- CPG Adverts (2018)

Conservation Statements:

- Camden Town Conservation Area Appraisal and Management Strategy (2007)

Assessment

1. The proposal

- 1.1. Advertisement consent is sought for the installation of an internally 'halo-lit' fascia sign and an internally illuminated projecting sign, with a vinyl logo installed internally on the front display window at ground floor level.
- 1.2. 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.

2. Design and Conservation

- 2.1. The Council's design policies are aimed at achieving the highest standard of design in all developments. The following considerations contained within Policy D1 are relevant to the application: development should respect local context and character; comprise details and materials that are of high quality and complement the local character; and respond to natural features. Policy D2 'Heritage' states that in order to maintain the character of Camden's conservation areas, the Council will not permit development within conservation area that fails to preserve or enhance the character and appearance of that conservation area. Policy D4 'advertisements' seeks to support adverts that preserve the character and amenity of the area, including conservation areas, and resist adverts that contribute to street clutter, an unsightly proliferation of signs, cause light pollution, have flashing illumination or impact upon public safety.
- 2.2. The Camden Town Conservation Area Statement (2007) advises that a proliferation of signage even of an appropriate design, could harm the character of the conservation area and should not detract from the character and appearance of the area.
- 2.3. CPG Adverts states that adverts in conservation areas require detailed consideration given the sensitivity and nature of the area and must not harm the character and appearance or obscure or damage specific architectural features or buildings.
- 2.4. The fascia sign, projecting sign and internal vinyl logo would all be located on the principle elevation facing Camden High Street – a commercial street within the town centre.
- 2.5. The fascia sign would be constructed of individual metal letters in yellow, finished with black vinyl spelling out 'Chicken Shop'. The lettering would set centrally within the 9.1m long fascia panel. The letters would measure 0.5m high and would be offset from the wall behind. They would be halo-lit to a level of 300 cd/m² and would be static. The background of the fascia wall would be white and black tiling in horizontal bands. The installation of the new shopfront has been approved under ref. 2022/1324/P (please refer to planning history section). The fascia sign would be sympathetic to the design of the shopfront and the host property. The letters would be subordinate to the shopfront and located at fascia height which is acceptable, and the level of illumination is considered acceptable. Camden High Street has a wide range of fascia adverts in varying colours and finishes and a mixture of internal and external illumination. The proposed fascia sign would not be out of keeping with the character and appearance of the high street and this part of the conservation area.
- 2.6. The circular projecting sign would measure 0.7m high, 0.85m wide and would be positioned 2.8m above street level at fascia level. It would be finished in black and cream with white lettering spelling out 'chicken shop'. The letters would be internally illuminated to a level of 300 cd/m² and would be static. The outer rim of the sign would have an internally illuminated yellow strip. A number of retail units along Camden High Street have illuminated projecting signs and thus the sign would not harm the character and appearance of this part of the conservation area. A yellow vinyl brand logo in a 'C' shape would be applied internally to the

window at ground floor level and would not obstruct visibility into the shop which is considered acceptable. The proposals have been reviewed by a member of the Council's Conservation Team who deem them to be acceptable in conservation and heritage terms based on the existing character of the high street.

- 2.7. Subject to the recommended conditions, it is considered that the proposed signs would not cause a detrimental impact upon the character and appearance of the host property and would preserve the special character of the conservation area. Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

3. Residential Amenity

- 3.1. Policy A1 seeks to protect the quality of life of occupiers and neighbours by only granting permission to development that would not harm the amenity of residents. This includes factors such as privacy, outlook, and implications to natural light, artificial light spill, odour and fumes as well as impacts caused from the construction phase of development.
- 3.2. The fascia and projecting signs would be located at fascia level below the level of the residential occupiers at first floor level and above, the upper floors overhanging the fascia. It is considered therefore that there would be limited light pollution impacting upon nearby residential windows resulting from the development.
- 3.3. The proposed development is not considered to lead to a significant impact upon the amenities of any neighbouring resident. The development is thus considered to be in accordance with planning policy A1.

4. Transport and Public Safety

- 4.1. Policy D4 of the Local Plan states that advertisements will not be considered acceptable where they impact adversely upon public safety, including where they distract road users because of their unusual nature. CPG (Transport) also seeks to ensure that there isn't an adverse impact on the highway network, the public footway and crossover points.
- 4.2. The size, angle and direction of the proposed advertisements are not considered to be harmful to either pedestrian or vehicular traffic given that the location of the signs is not close to any busy pedestrian crossings or traffic signal controlled junctions, and as such, would unlikely introduce any undue distraction or hazard in public safety terms.

5. Other Matters

- 4.1 It is noted that the advertisement is for a new occupier which is called Chicken Shop. It is noted that the property was granted permission in September 2021 for use as a restaurant (then Class A3, now Class E). It is not clear from the submission the extent of hot-food take-away that Chicken Shop would be providing and whether or not it might be classified as Sui Generis. The current application is only for signage and therefore it is not necessary to consider this further prior to determination, however, it is recommended that an informative is added to the decision notice reminding the applicant that the lawful use of the property is as Class E and that if a significant level of hot-food takeaway or distribution is introduced to the property, this is likely to result in a material change of use and further planning permission would be required.

6. Recommendation

- 6.1. Grant conditional Advertisement Consent

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Tuesday 30th August 2022, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to www.camden.gov.uk and search for 'Members Briefing'.

Application ref: 2022/2258/A
Contact: Edward Hodgson
Tel: 020 7974 8186
Email: Edward.Hodgson@camden.gov.uk
Date: 25 August 2022

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE
Phone: 020 7974 4444
planning@camden.gov.uk
www.camden.gov.uk

NIS Signs (Leicester) Ltd
51 Marlow Road
Leicester
LE3 2BQ
Leicestershire

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
159-161
Camden High Street
London
NW1 7JY

DECISION

Proposal:

Display of 1x halo illuminated fascia sign, 1x internally illuminated projecting sign and internally applied vinyl window logo.

Drawing Nos: Site Location Plan; 22-344 Elevation A and Elevation B; 22-344 Fascia Lettering; 22-344 Projecting Sign; 22-344 Window Logo; 22-344 Shopfront Section all dated 07/04/22.

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

Informative(s):

- 1 You are advised that the lawful use of the site is as a restaurant which means sale of food and drink principally to visiting members of the public, for consumption mostly on the premises. A restaurant falls within Use Class E, which does not include the sale of hot food for consumption mostly off the premises, or significant levels of distribution to non-visiting customers. If a significant level of hot-food takeaway or distribution is introduced to the property, this is likely to result in a material change of use and further planning permission would be required.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice in regard to your rights of appeal at:

<https://www.gov.uk/appeal-householder-planning-decision>.

Yours faithfully

Chief Planning Officer

DRAFT

DECISION