

Date: 16th December 2024
Your Ref: PP-13634279
Our Ref: 17844

DWD

69 Carter Lane
London
EC4V 5EQ

Camden Council
Development Management
Camden Town Hall
Judd Street
WC1H 8ND

Dear Sir or Madam

APPLICATION CONSENT FOR DISPLAY OF ADVERTISEMENTS

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 2007

ALPHA HOUSE, REGIS ROAD, CAMDEN, LONDON, NW5 3EW

We write on behalf of our client, .Big Yellow Self Storage Company Limited, to submit an application under the Town and Country Planning (Control of Advertisements) Regulations 2007 ('the Regulations') to install five fascia signs on the southern and eastern elevations of the approved Big Yellow Self-Storage facility allowed at appeal ref APP/X5210/W/24/3337347 (dated 5th July 2024) at the above address ('the Application Site').

Application Package

The application package comprises this letter, which sets out the proposal, the consent requirements and an assessment of the advertisements, and the following:

- Application Form
- Plans, prepared by Mountford Pigott:
 - Site Location Plan, ref 2314-L01-B (1:1250 @ A3)
 - Proposed Signage East and South Elevations, ref 2314-P11-C (1:100 @ A1 / 1:200 @ A3)
 - Proposed Signage Site Plan, ref 2314-P12-B (1:400 @ A3)
 - Proposed Sign Details, ref 2314-P13-B (1:500 @A3)

The application has been submitted online via the Planning Portal (PP ref: PP-13634279) and the requisite application fee of £165 has been paid online at the time of submission.

The Site and Planning Background

The Application Site is located within the administrative area of Camden Council approximately 350m to the west of Kentish Town centre and Kentish Town London Underground and National Rail station.

Regis Road borders the Site to the south, while the Regis Road Recycling Centre is located directly adjacent to the west. A community mental healthcare hub occupied by the Camden & Islington NHS Foundation Trust adjoins the Application Site to the east, which is occupied by several businesses including a Vapiano Delivery Kitchen and Howdens Joinery Co. To the north of the Site is a large-scale warehouse occupied by UPS. The Thameslink railway line lies just north of the UPS warehouse. A six-storey student apartment block at Mary Brancker House (54-74 Holmes Road) and a six-storey

residential block (52a Holmes Road) are located opposite the Application Site on the southern side of Regis Road.

The immediate environment surrounding the Application Site is characterised predominantly by low rise industrial/commercial sites forming part of the Regis Road Industrial Estate, and residential blocks to the south of Regis Road.

Vehicular access is provided in the south-eastern corner of the Site in the form of a vehicle crossover off Regis Road. A 6m wide electronic vehicular gate is set back approximately 7m from the northern edge of Regis Road controlling vehicular access to the Site.

There are no listed or locally listed buildings on the Site and the Site is not located within a conservation area. There are no statutorily or locally listed buildings or structures in the immediate surroundings.

The Applicant has recently obtained planning permission at Appeal (LB Camden App ref: 2023/0093/P / Appeal Ref: APP/X5210/W/24/3337347) on 5th July 2024 for redevelopment of the existing building:

‘Demolition of the existing building and the construction of a self-storage facility (Use Class B8) and flexible office space (Use Class E(g)(i)), together with vehicle and cycle parking and landscaping.’

The Applicant intends to build out the permission shortly.

The Proposed Advertisements

The Proposal seeks to install five fascia signs on the approved Big Yellow Self Storage facility allowed at appeal APP/X5210/W/24/3337347 on 5th July 2024.

Three signs are proposed on the eastern elevation comprising one logo sign, a sign reading ‘reception’ above the reception doors and a sign reading ‘entrance’ adjacent to the vehicular access off Regis Road. Two signs are proposed on the southern elevation comprising one large logo sign and a sign reading ‘flexi-offices’ to demarcate the separate entrance to the offices located within the store.

All five proposed fascia signs will be lit by internal LEDs. The illumination of all these signs will be static and will not exceed 600 candelas per square metre.

The Applicant seeks consent to display these advertisements for a period of five years.

Further information on the design and location of the signs can be identified within the submitted drawings provided by Mountford Pigott.

Consent Requirements

Class 2, Schedule 3 – Conditions/ Limitations

Deemed consent is granted for the display of an advertisement relating to the premises on which they are displayed, subject to the conditions and limitations set out within Class 2 of Schedule 3 of the Regulations.

The proposed signs do not comply with all the conditions meaning ‘express consent’ is required pursuant to Regulation 4.

Class 4B, Schedule 3 – Conditions/ Limitations

Deemed consent is granted for the display of an illuminated advertisement on business premises, subject to the conditions and limitations set out within Class 4B of Schedule 3 of the Regulations.

The proposed signs do not comply with all the conditions meaning ‘express consent’ is required pursuant to Regulation 4.

Planning Assessment

Regulation 3 requires that local planning authorities control the display of advertisements in the interests of amenity and public safety, considering the provisions of the development plan, in so far as they are material, and any other relevant factors.

We consider the proposed advertisement satisfies the requirements of Regulation 3 for the following reasons:

Amenity

Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural, or similar interest.

The surrounding area predominantly comprises of commercial and industrial buildings. The signs proposed on the eastern elevation will face the service yard and beyond that the western elevation of the community mental healthcare hub adjacent to the east of the Site. The closest residential receptors are the Unite Student Accommodation at Mary Brackner House and six-storey residential block (52a Holmes Road) situated on the southern side of Regis Road approximately 20 metres to the south of the Application Site boundary.

The proposed signage, by virtue of its positioning, modest scale, low level of illumination and distances to the nearest residential receptor, will cause no adverse effects to the amenity value of any residential receptor. The building does not have any historic or cultural significance, it is not located within or near to a Conservation Area, and there are no statutorily listed buildings or heritage assets within the vicinity of the Site. The positioning and type of signage has been chosen to be of an appropriate design and size that is in keeping with the character of the surrounding area.

Public Safety

Factors relevant to public safety and this proposal include the safety of persons using the highway and whether the display of the advertisements in question is likely to obscure or hinder the ready interpretation of any traffic sign.

The proposed intensity of illumination of the signage is considered relatively low and accords with paragraph 2 of Schedule 2 of the Regulations. The internal illumination will be static and will only illuminate the text and logo on each illuminated sign. The proposals will therefore not provide a distraction for motorists and will not obscure or hinder the ready interpretation of any traffic sign.

For these reasons, it is considered that the proposed signage would not create a significant distraction for highway users and would not result in an adverse impact on highway safety. On this basis, we consider the proposed signs to be acceptable in public safety terms.

Cumulative Impacts

There is one logo sign proposed on the southern and one on the eastern elevation, and their size is very modest in scale in the context of those façades. The remaining signs are placed at lower levels for wayfinding purposes. The proposal will therefore not result in clutter or any cumulative impact.

The illumination and location of the fascia signs accords with the Regulations and the proposal will not have any cumulative impacts.

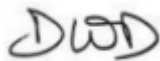
Conclusion

We consider that, for the reasons given above, the proposed signs are acceptable and, as such, should be approved.

We trust that this application contains sufficient information to validate the application as soon as possible, and we look forward to receiving your decision within the statutory determination period.

However, if you require any further information, please do not hesitate to contact Aimee Whitehead via the undersigned.

Yours faithfully,



Aimee Whitehead

Senior Planner

DWD

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