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155-157 HIGHGATE ROAD - 2025/1256/A

This application (delayed being uploaded on Council website), replaces the refusal for internally illuminated signage (2022/2497/A) as in-situ.

The DPCAAC objects as follows:

Vertical sections are required showing the relationship of new signage with the roller shutter housing that was installed and to ensure new signs are not overlaid onto the bulk of the existing signs. There is an important historic fascia sign at No 157 and to part of the Gordon House Road return. If not wishing to reuse this historic name and sign it should be protected when overlaid with a new sign. Historic street views show it retained by Costcutters.

Design/the signs are shown oversailing the corner column as per the original (see photo). No 157 no longer retains its dual aspect as it was amalgamated with No 155, and the original shop windows to Gordon House Road have been permanently blocked. The drawings do not make this clear as drwg of the proposed side elevation merely indicates 'shutters'. The drawing also shows a non-existing imposing roof configuration of the corner property, it is actually gently hipped. Should the length of sign on Gordon House Road warrant reconsideration and be truncated and terminate as it historically was at the back of the shop's ground floor projection to the front façade building line of the host terrace? The information proposed to be displayed in any event does not warrant the length of sign. Camden should use this application to not only to preserve but enhance this corner site.

Overhead lighting: This small local, low-key, neighbourhood parade is located along the important biodiversity corridor along the Grove Terrace Squares. Our DPCA Appraisal describes the area's characteristic darkness in its setting along Hampstead Heath.

As per the majority of shops that operate here there should be no overhead lighting. The overhead installation shown proposed with its dual aspect setting and length would be most intrusive after dark. Note the new housing development opposite was subject to extremely strict low lighting levels set by conditions.

Street numbering: There should be no 'Highgate Road' street numbering, as shown proposed, on the Gordon House Road side. We also query the use of the '312' number that is confusingly displayed on the fascia signs. Is this part of the official registered 'Natural' company name? The use of a number may not comply with street numbering legislation so as not to cause confusion.

Nos 155-157 now part obscured shopfront glazing: The transparency of No 155 of the double retail frontage has recently been obscured by a large section of applied (advertising) film and internal shop furniture. This is contrary to Council's Shopfront policies for the need of retention of transparency and to comply with its Designing-out-Crime policies. External CCTV as in-situ is not good practice as sole replacement for the loss of natural transparency/surveillance.

DPCAAC
21 April 2025