

Delegated Report		Analysis sheet	Expiry Date:	15/11/2013
		N/A / attached	Consultation Expiry Date:	24/10/2013
Officer			Application Number(s)	
Victoria Pound			2013/5972/L 2013/5971/A	
Application Address			Drawing Numbers	
Elephant House 35 Kentish Town Road London NW1 8NP			See decision letter.	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
Display of 1 x non illuminated steel name plate sign on south (Hawley Crescent) elevation at ground floor level.				
Recommendation(s):		Grant listed building consent Grant advertisement consent		
Application Type:		Listed Building Consent Advertisement Consent		

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	00	No. of responses	00	No. of objections	00
			No. electronic	00		
Summary of consultation responses:	Press and site notices displayed – no responses received.					
CAAC/Local groups* comments: *Please Specify	N/a					

Site Description

Grade II listed former industrial building, listed in February 2009, and dating from 1900-01. Built as a bottle store.

Alongside the adjoining buildings, including the Cooper's Building facing the canal and Nos 35-37 Kentish Town Road on the eastern side, the Elephant House forms part of a complex of buildings built for the brewing industry in 1900-01 by William Bradford for the Camden Brewery, which represent a rare surviving industrial complex in an inner city location.

Relevant History

2012/2298/P & 2012/2249/L – PP and LBC granted 29/06/2012 for Replacement and refurbishment of windows, relocation of plant from courtyard to roof level enclosed by metal enclosure, removal of existing external fire escape staircase and replacement of fire escape doors with window and installation of new doors to replace existing timber hoarding covering lift door on west elevation, cleaning of brickwork and internal alterations including secondary glazing, modification to partitioning and door openings, staircase and services all in connection with existing offices (Class B1).

2012/5307/L – LBC granted 06/11/2012 for Internal alterations to include the installation of stud and glazed partitions at lower ground, ground, first and second floor levels, in connection with offices (Class B1).

2013/4069/P & 2013/3606/L – PP& LBC granted 09/08/2013 for Internal and external alterations to include the replacement of existing gate and installation of new gate and mesh over the light well to the Kentish Town Road elevation, plus installation of a new internal timber stair between first and second floor, in connection with existing offices (Class B1a)

Relevant policies

LDF Core Strategy and Development Policies

Town and Country Planning (Control of Advertisements) (England) Regulations 2007
Camden Planning Guidance 2011 (as amended)

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP25 – Conserving Camden's Heritage

DP26 – Managing the impact of development on occupiers and neighbours

Assessment

There is an existing non-illuminated acrylic sign positioned within a recess on the Hawley Road elevation boundary wall. It is proposed to replace this with a new painted steel panel sign, which will incorporate the building's name and address alongside a bottle logo, which reflects the building's former function. The lettering and logo will be cut out of the steel. The sign will not be illuminated.

Listed building considerations:

The material, size and position of the sign is considered to preserve the building's special architectural and historic interest.

Advertisement consent 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.

Amenity - the proposed sign does not obscure any significant architectural features on the building and is considered acceptable in terms of its proportions and design. It is not considered that the sign would be unduly obtrusive in the street scene or disturb residents or occupiers.

Public Safety - the location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

In summary, the proposed sign is considered to comply with the relevant local and national policies and guidance, and approval is therefore recommended.