

# Delegated Report

Members Briefing

Expiry Date:

28/11/2012

Officer

John Nicholls

Application Number(s)

2012/4054/A

Application Address

85 - 89 Camden Road  
London  
NW1 9EX

Application Type

Advertisement Consent

1<sup>st</sup> Signature

2<sup>nd</sup> Signature  
(If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Display of 2x fascia signs with internally illuminated lettering, and 4x poster signs to elevations on Camden Road and Rochester Road.

Consultations

Summary of consultation responses:

Although this application was not formally advertised, the Rochester CAAC has commented as follows:

- This site on Camden Road is surrounded on both sides by Conservation Areas. The site is rather anomalous, since most of Camden Road north from St Pancras Way is residential. Rochester Road is a broad beautiful road laid out initially in the first half of the nineteenth century, with terrace and villa housing and trees.
- The large proposed pictures in the shop windows are contrary to Camden's policies, and are suburban 'shopping mall' in character. They would do visual damage this inner London heritage area. Better proposals should be made that are in sympathy with the surrounding area.
- Similarly, putting an advertising sign in the road also is wrong for the Conservation area.

These points are addressed by the officer in paragraphs 1.3 and 2.1-2.3 below.

Site Description

The site is located on the corner of Camden Road and Rochester Road, approximately 130 metres from the edge of the Camden Road Neighbourhood Centre and 440 metres from the edge of the Town Centre of Camden Town. The site contains a commercial area at ground floor level with 5 stories of residential above. The buildings are set back 19m from the front boundary of the site on Camden Road but directly front onto Rochester Road.

The site is not listed nor does it within a Conservation Area. However, it does lie in close proximity to the both the Camden Square (across the road) and Rochester (behind the site) Conservation Areas.

Relevant History

N/A

196 Camden Road – Tesco / Esso Garage

2012/2283/A - Display of new signage include illuminated fascia and projecting signs, ATM, totem and vinyl signage in association with rebranding an existing shop front – Granted - 07/06/2012

## Relevant policies

### LDF Core Strategy and Development Policies

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

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

### Camden Planning Guidance 2011 (as amended)

### NPPF - 2012

## Assessment

### 1.0 Proposal

- 1.1 The application relates to two fascia signs with internally illuminated letters, four non-illuminated poster signs (two on each elevation) and 'PAW' shaped vinyl signs on the shop entrance.
- 1.2 The site is part of a small semi-industrial area located along Camden Road with two large warehouse style A1 retail units located on the site with a warehouse located close by in Rochester Mews behind the site. The shop units are set back 19m from the front boundary of the site and therefore are not easily seen on views up and down Camden Road because they are set well back from the road.

#### Amendments

- 1.3 Vinyl prints covering the entirety of the glazed surfaces have been removed from the application, as has the pole mounted sign on the street corner.
- 1.4 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.

### 2.0 Amenity

- 2.1 Camden's Planning Guidance seeks to allow adverts at fascia level and below, and that they should respect the architectural features of the host building and character and appearance of the surrounding area. They should also respect the form, fabric, design and scale of the host building and setting.
- 2.2 The fascia signs, poster panels and 'PAWS' prints do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design. It is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers.
- 2.3 An informative will be added to inform the occupants that the placing of vinyl film inside the glass would not be considered acceptable by the Council, despite that this would have deemed advertisement consent, and that discontinuance action would be considered should this occur.

### 3.0 Public Safety

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

**4.0 Recommendation:** The proposed adverts are in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.

## **DISCLAIMER**

**Decision route to be decided by nominated members on Monday 26<sup>th</sup> November 2012.**  
**For further information please click [here](#).**