

# Delegated Report

Expiry Date:

30/08/2012

## Officer

Richard Black

## Application Number(s)

2012/3419/A

## Application Address

8 Kentish Town Road  
London  
NW1 9NX

## Application Type

Advertisement Consent

## 1<sup>st</sup> Signature

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

## Conservation

## Recommendation(s)

Refuse Advertisement Consent

## Proposal(s)

Display of internally illuminated fascia and projecting signs.

## Consultations

Summary of consultation responses:

N/A

## Site Description

The three storey mid-terraced building is located on the east side of Kentish Town Road, close to the busy main junction with Camden High Street and Camden Town Tube Station. The building comprises a vacant A1 shop unit at ground floor level and residential with separate entrance on the upper floors.

The premise's is located on a frontage within the Camden Town Centre and the Camden Town Conservation Area. The simple but attractive Victorian building is noted in the conservation area appraisal as making a positive contribution to the character and appearance of the area.

## Relevant History

**2012/3410/P** - Change of use from office (Class B1) to 24 hours mini cab office (Sui Generis) at ground floor level and alterations to shopfront. **Currently under consideration.**

## 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

DP30 -- Shopfronts

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

## Assessment

### Proposal

The application relates to a fascia sign with internally illuminated letters and one internally illuminated projecting box sign.

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.

### Design

LDF policy DP24 states that the Council will require all developments, to be of the highest standard of design and will expect developments to consider character, setting, context and the form and scale of neighbouring buildings and the character and proportions of the existing building. DP25 states that the Council will only permit development within conservation areas that preserves and enhances the character and appearance of the area. Camden Planning Guidance (CPG) states that design should positively enhance the character of existing buildings on site and other buildings immediately adjacent and in the surrounding area.

Paragraph 8.15 of the CPG states that:

- all advertisements should respect the form, fabric, design and scale of the host building and setting;
- all signs should serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area; and
- any advertisements in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of the building.

Although the original shopfront has been previously removed, the historic fascia remains intact with ornate cornice and console brackets to either side. The fascia sign to be retained sits obtrusively in the middle of the original fascia, will likely project outwards past the original cornice and leaving large gaps to either side between the sign and console brackets. The simple, modern, box like design fails to respect the original features of the building and appears as an incongruous and wholly unsympathetic addition, awkwardly juxtaposed against the remnants of the original facade. The use of aluminium and acrylic front panel is entirely at odds with the historic character of the original façade and is considered to further exacerbate the harm.

The projecting box sign is likewise considered inappropriate in terms of its simple box like design and use of modern materials and illumination and in its proposed position would require the removal in part of a historic console bracket, which in design terms is entirely inappropriate. CPG1, clearly states that box signs should not obscure or damage existing architectural features.

CPG states that 'Generally, the internal illumination of individual letters, rather than the whole fascia or projecting signs on a shopfront, will be more appropriate'. The Camden Town Conservation Area Management Appraisal lists the cumulative impact of advertisements as a 'current issue' affecting the conservation area but offers no additional guidance to CPG in terms of appropriate signage design.

Generally in conservation areas the use of externally illuminated or halo illuminated signage is considered more appropriate than internal illumination, examples of which can be found at other commercial properties in the vicinity. In the present case given the intact fascia detail the use of internal illumination is considered to be at odds with the historic character and therefore harmful to the character and appearance of the host building and in turn the conservation area.

Overall the signs do not respect the fabric, design and scale of the host building or serve as an integral part of their immediate surroundings. They are not sympathetic to the host building and are

considered to cause demonstrable harm to the character and appearance of the host building, streetscene and the conservation area contrary to CPG and DP24 and DP25 of the LDF.

### **Highway Safety**

Due to its small size and setback from the highway the signage has no detrimental impact on the safety of pedestrians, cyclists or motorists using Kentish Town Road.

### **Recommendation**

Refuse Advertisement Consent

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