

**DISCLAIMER**

Decision route to be decided by nominated members on Monday 01<sup>st</sup> January 2010. For further information see <http://www.camden.gov.uk/ccm/navigation/environment/planning-and-built-environment/planning-applications/development-control-members-briefing/>

<b>Members Briefing</b>		<b>Analysis sheet</b>	<b>Expiry Date:</b>	05/01/2010
		N/A / attached	<b>Consultation Expiry Date:</b>	N/A
<b>Officer</b>			<b>Application Number</b>	
Aysegul Olcar-Chamberlin			2009/5021/A	
<b>Application Address</b>			<b>Drawing Numbers</b>	
Embassy Theatre 64 Eton Avenue London NW3 3HY			See draft decision notice	
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>	
<b>Proposal</b>				
Display of signs on buildings of Embassy Theatre (Class D1) including one illuminated and non illuminated individual lettering sign to west side elevation of West Block (on College Crescent), one illuminated and non illuminated individual lettering sign to south side elevation of West Block, one non illuminated individual lettering sign to south side elevation of Webber Douglas Studio and one fascia sign with individually illuminated lettering to front canopy of Embassy Theatre (on Eton Avenue).				
<b>Recommendation(s):</b>		1) Grant Consent for one non illuminated individual lettering sign to south side elevation of Webber Douglas Studio.  2) Refuse Consent for one illuminated and non illuminated individual lettering sign to west side elevation of West Block (on College Crescent), one illuminated and non illuminated individual lettering sign to south side elevation of West Block and one fascia sign with individually illuminated lettering to front canopy of Embassy Theatre (on Eton Avenue).		
<b>Application Type:</b>		Advertisement Consent		

<b>Conditions or Reasons for Refusal:</b>	Refer to Draft Decision Notice					
<b>Informatives:</b>						
<b>Consultations</b>						
<b>Adjoining Occupiers:</b>	No. notified	<b>00</b>	No. of responses	<b>00</b>	No. of objections	<b>00</b>
			No. Electronic	<b>00</b>		
<b>Summary of consultation responses:</b>	None					
<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>	<b>Belsize Residents Association</b> objected the proposal on the grounds that the proposed signs by reason of their excessive size and illumination would be unacceptable in this residential area and considered they could be more appropriate to a West End Theatre or a Casino.					
<b>Site Description</b>						
The application relates to the Central School of Speech and Drama Campus on the north side of Eton Avenue at the corner of Eton Avenue and College Crescent. The west of the site faces on College Crescent which is a busy road. Eton Avenue is predominantly residential. More than half of the site which is under the same ownership (including Embassy Theatre) is in the Belsize Conservation Area. West Block and Webber Douglas Studio are outside the conservation area.						
<b>Relevant History</b>						
The site has a number of planning history records, none which are directly relevant to the assessment of this application.						
<b>Relevant policies</b>						
<b>Camden Replacement UDP 2006</b> SD6 – Amenity for occupiers and neighbours B1 – General design principles B4B – Advertisements and signs B7 – Conservation Areas  <b>Camden Planning Guidance 2006</b>  <b>Belsize Conservation Area Statement</b>						

## Assessment

The proposal is for displaying various signs on buildings within the Central School of Speech and Drama.

Policy B4B states The Council will not grant consent for advertisements and signs that it considers to cause harm to public safety, visual amenity and the character or appearance of conservation areas. Consideration will be given to:

- a) position, design, size and materials;
- b) obstruction or damage to important architectural features;
- c) the method of illumination; and
- d) cumulative effects.

Furthermore paragraph 3.45 of policy B4A emphasises sensitivity of conservation areas and listed buildings to both poorly designed and too many advertisements and encourages traditional signs on sensitive locations.

The Council's planning guidance advises that the design and siting of advertisements should contribute positively to the appearance and character of the area and sets limits to the positioning, scale, size and illumination detailing of the advertisements:

- Generally advertisements will only be acceptable at a height no greater than fascia level because advertisements above fascia level can appear visually obtrusive and unattractive and if an advertisement is required at high level for a specific business use then this will usually be restricted to windows.
- Advertisements and signs should integrate with the form, fabric, design and scale of the host building and/or setting and should be of materials, scale and size that are sympathetic to the host building and the surrounding area.
- Advertisements in predominantly residential areas should not detract from the residential character of the area.
- If illumination is proposed in a conservation area, it should be in the form of individually illuminated letters rather than spotlights, lanterns or backlighting. Other forms of illuminated advertising in conservation areas will be considered where it does not cause harm or negatively affects the character and/or appearance of the conservation area.
- The illumination levels of advertisements should be in accordance with the standards set by the Town and Country Planning (Control of Advertisement) Regulations 1992 (as amended).

### Illuminated and non-illuminated individual lettering signs to West Block:

The proposed sign to West Block would be wall mounted at the top floor projecting approximately 150mm beyond the wall and approximately 16m above the street level. The proposed sign on the west elevation of West Block would be made up illuminated white acrylic letters in descaled stainless steel frame with a height of 800mm reading 'CENTRAL SHOOOL' and non illuminated letters with a height of 370mm reading 'OF SPEECH & DRAMA'. The style, size and design of the proposed sign on the south side of West Block would be exactly the same as the proposed sign on the west side elevation.

The proposed signs to West Block would not be likely to raise public safety issues. However they would harm the streetscenes and the character of the wider conservation area. West Block is a modern urban block within the traditional setting. The proposed signs would be open to long views along College Crescent and would dominate and clutter the streetscenes. The proposed sign on the west elevation would not be visible from Eton Avenue but the proposed sign on the south side elevation would be highly visible on Eton Avenue and would harm the appearance and character of this predominantly residential road. The proposed signs by reason of their positioning and size would be obtrusive and harmful to the appearance and character of the conservation

area.

Non- illuminated individual lettering sign to Webber Douglas Studio:

The proposed sign to the south side elevation of Webber Douglas Studio would be approximately 7.1m above the street level and would be wall mounted projecting 150mm from the wall. It would be made up individual white acrylic letters in descaled stainless steel frame with a height of 340mm reading 'WEBBER DOUGLES STUDIO'. Webber Douglas Studio is a medium size urban block and its south elevation is mainly screened by the mature street trees on Eton Avenue. The proposed sign would take up a small section of the building and would be close to the west side of the building. It is considered that the proposed sign to Webber Douglas Studio by reason of its positioning, location and size would respect the scale and external fabric of the host building and acceptable in design terms.

It would also not be likely to raise public safety issues.

Fascia sign to front canopy of Embassy Theatre:

The proposed fascia sign would project 160mm beyond the existing canopy and would be made up individually illuminated letters with a height of 240mm on a black background (9160mm (w) x 360mm (h) x 28mm (d)). The letters would be white acrylic in descaled stainless steel frame and read 'EMBASSY THEATHER'. The letters on the proposed fascia sign would be slightly higher than the letters on the existing fascia sign but they would still be acceptable within the scale and size of the host building.

The Embassy Theatre building is a classic looking building with decorative features. The existing fascia sign on the front canopy is on an obscure glass base which respects the light-weight appearance of the canopy and does not compete with the decorative features of Embassy Theatre building. The proposed fascia sign by reason of its location, colour and texture would give a heavy-top appearance to the canopy and would draw undue attention which would detract from the appearance and character of the building and wider conservation area.

The proposed fascia sign would not be likely to raise public safety issues

**Recommendation**

Consent should be granted for the proposed sign to Webber Douglas Studio and refused to the rest of the proposed signs for the following reasons:

- The proposed signs to West Block by reason on their prominent locations, illumination detailing, sizes and cumulative impact would clutter the appearance of the host building and the streescenes on College Crescent and Eton Avenue which would be detrimental to the character of the conservation area as such they should be refused consent.
- The proposed fascia sign by reason of its location, colouring and texture would give a heavy-top appearance to the canopy which would harm the appearance and character of the host building and the wider conservation area.