



# Appeal Decision

Site visit made on 3 November 2009

by **Noel Hutchinson**

an Inspector appointed by the Secretary of State  
for Communities and Local Government

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**Decision date:**  
**10 November 2009**

## **Appeal Ref: APP/X5210/H/09/2106900** **3-7 Delancey Street, London NW1 7NL**

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
- The appeal is made by Mr Adam Caird against the decision of the Council of the London Borough of Camden.
- The application Ref 2009/0976/A, dated 18 February 2009, was refused by notice dated 17 April 2009.
- The advertisements proposed are a wall mounted internally illuminated sign at first floor level on the Delancey Street elevation and neon illuminated projecting sign at first floor level on the Delancey Passage elevation.

### **Decision**

1. I allow the appeal, and grant consent for the display of the wall mounted internally illuminated sign at first floor level on the Delancey Street elevation and neon illuminated projecting sign at first floor level on the Delancey Passage elevation as applied for. The consent is for five years from the date of this decision and subject to the standard conditions set out in the Regulations.

### **Main issue**

2. I consider the main issue to be the affect of the illuminated signs on the character and appearance of the appeal premises and the surrounding conservation area.

### **Reasons**

3. The appeal premises consist of a modern three storey building. They are in mixed use with a café/restaurant on ground and first floors facing Delancey Street, together with a music/recital/practice hall and residential flats. The premises are within an area of mixed uses as well as within a conservation area. It is therefore necessary to pay special attention to the desirability of preserving or enhancing the character and appearance of the area. While the display of well sited advertisements of suitable size and design are not precluded, a strict control is to be expected to ensure that outdoor advertisements do not spoil the appearance of the area.
4. There are various commercial businesses at ground floor level in the eastern end of Delancey Street adding to the main shopping area along Camden High Street. Within this area there is separation between ground floor commercial facades and signs and what are generally residential elevations above,

particularly on older buildings. This modern building does not have a clearly defined ground floor commercial façade and has no natural fascia line. The shallow balcony at first floor level and the retractable blinds do however provide a partial framing for the ground floor café frontage.

5. The sign on the Delancey Street façade has a very simple uncluttered design more akin to a motif or logo. Its illumination is restricted to shallow bands across the face of the "C" and its casing sides and is relatively discreet. When seen together with the illumination through the large area of the building's commercial windows at night I do not consider that the changing colours of the sign's illumination would appear intrusive or out of keeping with commercial activity.
6. While sited at first floor level the sign does not cross any obvious change in use of the building and in fact is in line with the restaurant windows. In my view the sign fits neatly onto the building on a solid area of brickwork with its contemporary design responding well to that of the building. In particular it represents a very modest level of advertising for the café and restaurant which I consider to be neither unduly prominent nor harmful to the appearance of the street and conservation area.
7. With regard to the sign displayed in the passage, it is modest in size with its neon illumination on one side only, displayed towards the road. The sign's sculptural form compliments the contemporary style of the building with the sign's white casing toning with the light coloured brickwork. Although sited at about first floor level the sign does not appear unduly high especially as the plain wall gives no indication of floor levels. While incorporating contemporary neon illumination which is not a feature of the area, the sign's siting within a narrow passageway severely restricts its visibility and therefore its possible impact on the surrounding area. I consider the design, size and siting of the sign to be in keeping with the appearance and use of the building, so preserving the character and appearance of the area.
8. For the reasons given above I conclude that the display of the wall mounted internally illuminated sign at first floor level on the Delancey Street elevation and the neon illuminated projecting sign at first floor level on the Delancey Passage elevation do not conflict with the conservation status of the area and are not detrimental to the interests of amenity.

*Noel Hutchinson*

INSPECTOR