

Delegated Report

Expiry Date:

19/05/2010

Officer

Tessa Craig

Application Number(s)

2014/2081/A

Application Address

A Ahmed & Co
67A Camden High Street
London
NW1 7JL

Application Type:

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s):

Refuse Advertisement Consent

Proposal(s)

1.no internally illuminated projecting sign

Consultations

Summary of consultation
responses:

n/a

Site Description

The subject site is located on the west side of Camden High Street and comprises a two storey brick property with commercial use at ground floor and offices in the upper floors. The business which the sign relates to is the second floor mini-cab office.

The property is not listed, but lies within the Camden Town conservation area. The building is not listed.

Relevant History

2013/2760/P- Certificate of Lawfulness (existing) for use of second floor level as mini cab office (Class B1a), granted 14/06/2013.

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 2013 (as amended)

Assessment

1.0 Proposal

- 1.1 The application relates to a projecting box sign which is internally illuminated and includes a flashing light attached to the side of the sign. The box sign is 0.9m wide, 0.61m high and 0.18m deep with read font on a yellow background and static internal illumination from florescent bulbs. This application is retrospective as the sign has already been installed at the site at 2.4m above ground level and directly below the neighbouring properties projecting sign.
- 1.2 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 The Council's design policies are aimed at achieving the highest standard of design in all developments. The following considerations contained within policy DP24 are relevant to the application: development should consider the character, setting, context and the form and scale of neighbouring buildings, and the quality of materials to be used.
- 2.2 Camden Planning Guidance states that the most satisfactory advertisements are those which take into account the character and design of the property, its surroundings and alter the external fabric of the building as little as possible. Signs which are acceptable respect the architectural features of the host building and the character and appearance of the surrounding area. Signs should be an integral part of the immediate surroundings and constructed from materials sympathetic to the host building.
- 2.3 In particular, CPG1 Design guidance states:
- 7.15 Projecting and hanging signs should normally be level with the fascia rather than below or above it. They should be positioned to the side of the shopfront at fascia level.*
- 7.17 Advert signs - including those on canopies/blinds, should:*
- *be considered as an integral part of a shopfront or building, designed in from the outset with new structures;*
 - *be in harmony with the existing building, and neighbouring ones, in terms of their proportions, design and materials;*
- 2.4 CPG 1 guidance for illumination advises that the type and appearance of illuminated signs should be sympathetic to the design of the building on which it is located. The method of illumination should be determined by the design of the building. Internally illuminated box signs are discouraged.
- 2.5 The projecting sign is considered both poorly located and poorly illuminated. The sign is located directly beneath the neighbours projecting sign, which creates a crowded and untidy appearance in the streetscene further worsened by the flashing bulb attached to the projecting sign. The illumination is considered excessive given the location on the side of a small doorway and is unsympathetic to the conservation area.
- 2.6 Overall, the projecting box sign is inconsistent with the CPG guidance and the policies identified above. The projecting sign is out of character with the surrounding environment, harmful to the host building given the size and siting below another projecting sign, and the use of illumination is considered detrimental to the streetscene, therefore these are considered grounds for refusal.

3.0 Public Safety

- 3.1 Given the internal illumination and attached flashing light, the sign is considered to raise public safety issues in terms of distracting drivers on Camden High Street travelling northwards. The sign would appear particularly prominent at night and could pose as a distraction to moving traffic. The proposed advert is contrary to policies CS14, DP24 and DP25 of the Local Development Framework.

4.0 Recommendation

- 4.1 That the Head of Legal Services be instructed to issue an Enforcement Notice under Section 172 of the Town & Country Planning Act 1990 as amended, requiring the removal of the projecting box sign above the entrance in the front elevation and to pursue any legal action necessary to secure compliance and officers be authorised in the event of non-compliance, to prosecute under section 179 or appropriate power and/or take direct action under 178 in order to secure the cessation of the breach of planning control.

The notice shall allege the following breaches of planning control:

Unauthorised installation of projecting, illuminated box sign in front elevation.

WHAT ARE YOU REQUIRED TO DO:

1. Remove the projecting box sign at number 67A Camden High Street.
2. Make good any damage caused.

PERIOD OF COMPLIANCE:

1 month

REASONS WHY THE COUNCIL CONSIDER IT EXPEDIENT TO ISSUE THE NOTICE:

1. The advertisement by reason of its size, location and positioning on the property, design and internal illumination are considered to be harmful to the character and appearance of the host building and the surrounding streetscene. This is contrary to policies CS14 (Promoting High quality places and conserving our heritage) and DP24 (Securing high quality design) of the Local Development Framework Core Strategy and Development Policies.