

Delegated Report			Expiry Date:	03/11/2014
Officer		Application Number(s)		
Leela Muthoora		2014/5891/A		
Application Address		Application Type:		
349 Royal College Street London NW1 9QS		Advertisement Consent		
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):	
			Refuse Advertisement Consent	
Proposal(s)				
Display of 4 internally illuminated projecting signs on Royal College Street and Kentish Town Road elevations [Retrospective].				
Consultations				
Summary of consultation responses:		N/A		
Site Description				
<p>No's 343-349 Royal College Street is located on the corner of College Street and Kentish Town Road and is part-five, part-six storey in height (including a basement floor and roof level) building. The subject site is in use as an office (Ringleys) on the corner plot. The building is not listed and nor is it in a conservation area.</p> <p>The building includes 4 projecting box signs, two per elevation. The two projecting box signs which are subject to this permission have already been erected. There are two projecting signs which were granted permission under 2009/3553/A.</p>				
Relevant History				
2005/1141/A- Display of 4 non-illuminated hanging banner signs at first and second floor level. Refused, 02/06/2005.				
2009/3472/P- Retention of change of use of lower ground, ground and mezzanine floors from retail (Class A1) to financial and professional services (Class A2) on Royal College Street elevation (at ground floor), restaurant (Class A3) on Kentish Town Road elevation (at lower ground and ground floor) and office (Class B1) uses on corner plot (at lower ground, ground and mezzanine). Granted 04/12/2009.				
2009/3553/A- Continued display of two non-illuminated projecting signs (one on Royal College Street elevation and one on Kentish Town Road elevation) and three retractable awnings at ground floor level on Kentish Town Road elevation. Granted 16/09/2009.				
2009/3710/P- Retention of new shopfronts and infilling of lightwells on both street frontages and retention of 2m high railings on Royal College Street frontage. Granted 21/10/2009.				
EN13/0855- Intermittent flashing fascia sign above main entrance doors. Several large box signs on				

both sides of unit at ground floor level. 25/07/2013. Case prompted subject planning application.

2013/8164/A- Retention of 2 x internally illuminated projecting box signs on east and west elevation. Refused Advertisement Consent and Warning of Prosecution Action to be taken. 13/02/2014

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

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)

CPG 1 – Design, Section 7 and Section 8

Assessment

1. Proposal

1.1 Permission is sought (retrospectively) for two projecting, internally illuminated box signs reading 'Ringley Legal'. The signs are located one on the Kentish Town Road elevation and one on the Royal College Street elevation.

1.2 The 'Ringley Legal' signs are 1.9m high, 0.7m wide and 0.2m deep. The text is white on a red background, with the letters internally and statically illuminated. The total number of projecting signs at the site currently number four, two per elevation, including two non-illuminated signs granted consent in 2009 (ref 2009/3553/A).

1.3 This proposal is a partial resubmission of the application ref: 2013/8164/A refused 13/02/2014.

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. 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:

7.14 Properties should only have one main fascia sign and one ancillary projecting or hanging sign per street frontage. Too many adverts/signs on a property contribute to visual clutter and can detract from the appearance of the street scene.

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, Section 8 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 box signs do not relate to the surrounding character which is residential in nature to the east and south of the property, with commercial uses at ground floor to the north and west of the site. It is acknowledged some of the ground floor commercial properties include projecting box signs at fascia level; however in most cases each property includes just one projecting box sign at fascia level and generally compliant with the CPG design guidance. The two projecting box signs proposed to be retained under this permission are overly large and clutter the front of the building. The retention would mean there are two projecting signs per elevation, as there are already two existing (consented) projecting signs on the

property and a total of four on the one building.

2.6 The host building is a traditional style brick property at a prominent corner location. The projecting box signs are considered unsympathetic to the host building and detrimental to its appearance. The host building is brick with white pillar style features between the windows. The projecting signs are overly large and dominate the facades on both elevations resulting in a cluttered and untidy appearance which is unsympathetic to the host building.

2.7 The projecting box signs are internally and statically illuminated. Given the number of signs (four total including existing two) and the location of the site (particularly the Royal College Street elevation) facing toward residential properties, the illumination is considered detrimental to the streetscene and the character of the area. The existing projecting signs (green) appear to be illuminated contrary to their consent as non-illuminated signs.

2.8 Overall, the projecting box signs are inconsistent with the CPG guidance and the policies identified above. The projecting signs are out of character with the surrounding environment, harmful to the host building given the number of projecting signs, and their detailed design (position and size) and the use of illumination is considered detrimental to the streetscene in a prominent corner location, therefore these are considered grounds for refusal.

3 Public Safety

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

Recommendation

The proposed advert is contrary to policies CS5, DP24 and DP26 of the Local Development Framework and the application is therefore recommended for refusal.

1. Refuse advert consent for the two internally illuminated projecting box signs shown proposed on drawings.
2. Resume prosecution action for all four unauthorised signs which are currently in place on the elevations along Royal College Street and Kentish Town Road.