

**79-81 FAIRFAX ROAD, LONDON NW6 4DY**

**LONDON BOROUGH OF CAMDEN**

APPLICATION FOR PLANNING PERMISSION TO DISPLAY AN ADVERTISEMENT  
**PLANNING STATEMENT**

Prepared by



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## 1.0 INTRODUCTION

- 1.1 This short Planning Statement has been prepared in support of a planning application at 79-81 Fairfax Road which seeks to display illuminated fascia signage for a proposed fitness facility (Use Class D2).
- 1.2 An application seeking a change of use from retail (Use Class A1) to fitness facility (Use Class D2) was submitted in January 2015 and is due to be determined by early March (App Ref: 2014/7784).
- 1.3 This signage will ensure that the proposed business can operate successfully from this neighbourhood centre.
- 1.4 This planning statement will initially provide a description of the site and surrounding area in Section 2. The proposed signage will be detailed in Section 3.
- 1.5 Section 4 will outline the relevant policies for this proposal and Section 5 will contain a brief planning appraisal before this report is concluded in Section 6.
- 1.6 This planning statement is to be read in conjunction with Drawing PL/FR/200 which also forms part of this submission.

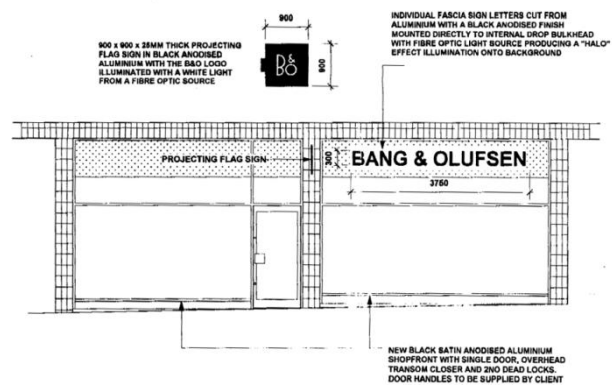


SITE LOCATION

## 2.0 SITE AND SURROUNDING AREA

2.1 The application site is located on the west side of Fairfax Road, and forms part of a neighbourhood shopping centre which comprises a long parade of commercial premises designed as shopfronts in the 1960's with residential occupying the three storeys above. Today the ground floor units vary from restaurants, bookkeepers, beauty salons and furniture stores. This range of uses is what adds to this neighbourhood centre's character.

2.2 The application premises is currently a vacant unit, occupying the ground and basement levels. It was previously occupied by a *Bang and Olufsen* electrical equipment retail store. This received planning permission for halo illuminated fascia signage and a projecting flag sign in 2001 (App Ref: PWX0103748). This business has since ceased trading from this unit and removed all signage.



PREVIOUS SIGNAGE APPROVED FOR 79-81 FAIRFAX ROAD

2.3 Access will be from Fairfax Road only and thus signage is only required above the entrance here.

2.4 With a varying mix of commercial premises along this retail parade, the signage for each individual unit is also quite mixed with some preferring black, grey or white signage while other units are more colourful and pronounced. The site is not listed or within a Conservation Area.



VARYING MIX OF RETAIL FRONTAGES ALONG FAIRFAX ROAD

### 3.0 PROPOSED DEVELOPMENT

- 3.1 In light of a recent planning permission which was granted for a change of use of this unit to a fitness facility and ancillary treatment rooms in February 2015 (Ref: 2014/7784/P), the applicant wishes to erect appropriate signage suited to such a facility. This application is proposing signage above the ground floor unit and below a projecting feature at first floor level. This ensures its impact on the streetscene will be minimal.
- 3.2 The signage will be composed of lettering on two separate black backing boards divided by a central column. Each sign will be 850mm deep and 4650mm wide.
- 3.3 The lettering will be 20mm thick and attached via 15mm poppers, making the total projection of the signage only 53mm from the shop face.
- 3.4 It will be 2.4-2.6m from ground level. This is due to the sloping ground level of the site outside.



PROPOSED FRONT ELEVATION

- 3.5 The signage is to be static lit by two strips of trough lighting, attached on black Verso Brackets (see drawing PL/FR/200). The lights will project 200mm from the shop front, facing inwards to successfully illuminate the signage. The projecting feature above the ground floor unit will successfully ensure that neighbouring residents will not be affected in any way from this proposed lit fascia sign.
- 3.6 The illumination levels of advertisements will be in accordance with the standards set by the Institute of Lighting Engineers Technical Report Number 5 (Second Edition) as advised by the CPG1 - Design Camden Planning Guidance (September 2014)
- 3.7 The sign will be lit during the premises hours of operation only.

#### **4.0 POLICY FRAMEWORK**

##### **4.1 Camden Core Strategy 2010**

CS5 – Managing the impact of growth and development

CS7 – Promoting Camden’s centres and shops

CS14 – Promoting high quality places and conserving our heritage

##### **4.2 Camden Development Policies 2010**

DP24 – Securing High Quality Design

DP25 – Conserving Camden’s Heritage

DP26 – Managing the impact of development on occupiers and neighbours

DP30 – Shopfronts

##### **4.3 Camden Planning Guidance**

CPG1 – Design

CPG5 – Town Centres, Retail & Employment

## 5.0 PLANNING APPRAISAL

### *Shopfront*

5.1 Core Strategy Policy CS7 seeks to promote successful and successful and vibrant centres throughout the area. It recognises that shopfronts can play an important part and positively contribute to the character of an area. Policy DP 30 of the Development Management Policies relates directly to shopfronts in more detail. Despite this application relating only to signage, it was still ensured that this proposal was fully considerate of Policy DP30. The Council will assess proposals in the following ways:

- a) Design of shopfront or feature
- b) Existing character, architectural and historic merit and design of the building and its shopfront.
- c) The relationship between the shopfront and the upper floors of the building
- d) General characteristics of shopfronts in the area.
- e) Community safety and the contribution made by shopfronts to natural surveillance

5.2 The design of this shopfront is of high quality materials that are hard wearing and will be well protected by the projected feature above the unit. The choice of black as the background colour is a simple and dark choice that will not alter the character or look out of place along this retail parade.

5.3 The architectural make up of the block is a traditional large 1960's block with retail at ground floor level and residential above. The block has little redeeming architectural features to consider when designing this signage.

5.4 One functional quality of the block is that the relationship between the ground floor commercial properties and residential units above is separated by a projecting feature of roughly 500mm which begins at 35 Fairfax Road and finishes to the application property (79 Fairfax Road). This provides shelter for the signage of each commercial unit ensuring it does not affect the residential properties above.



EXISTING FRONTAGE

5.5 The signage will be red and grey lettering on a black background. The dimensions and colourway are already evident in units along the parade. In fact, many of the units are more colourful than that of the proposed. It is felt that this signage is fully appropriate given its setting.



### Signage Detail

- 5.6 Both signs will consist of a black base with dimensions of 4650x850mm. The lettering will slightly project from the base giving the signage a total depth of just over 50mm. This will not be visually obtrusive or impact upon the streetscene.



**PROPOSED SIGNAGE (LEFT) AND EXISTING STYLE OF SIGNAGE ALONG THE RETAIL PARADE (RED TEXT ON BLACK BASE)**

### Lighting

- 5.7 It is proposed that this signage is lit by linear trough lighting which will project 200mm from the building face and be faced back onto the sign. This type of lighting is synonymous with many of the shops along this retail parade.
- 5.8 Paragraph 8.14 of CPG5 provides guidance on trough lighting of advertisements. It states that for trough lighting, consideration should be given to the:
- Intensity of the illumination
  - Surface areas to be illuminated
  - Positioning and colours
- 3.7 The lighting of this signage is typical of various other units within this neighbourhood centre. The intensity and surface areas covered by this lighting will be identical to the adjacent properties. The base colours of the signage are dark and will not be obtrusive when lit. To illustrate the schemes appropriateness, the following units are just some of the premises which have external illuminated trough lighting that match what is proposed as part of this scheme (in design and luminance)
- Wooden Floors UK
  - InLondon Properties
  - Cemerich
  - Belsize Bathrooms
  - Peters Restaurant



- 3.8 Given the character of this parade of commercial frontages, the design and choice of illumination of this signage has been considerate of its context and is considered wholly appropriate. Specification details of the lighting support can be found in Appendix 1. Please also consider drawing PL/FR/200 which is submitted with this application

*Amenity*

- 5.8 The proposed shopfront and signage would not result in any harm to neighbouring sunlight, daylight, outlook or privacy. Its projection from the shopfront is minimal and the static luminance will only be used during hours of operation. The projecting feature at first floor level which separates the commercial unit from the residential dwellings above extends over the retail unit ensuring that neighbouring amenity is retained, thus complying with policy DP26.

*Highway Safety*

- 5.9 The signage due to its setback from the highway would not have any safety implications for pedestrians, cyclists or motorists using Fairfax Road.

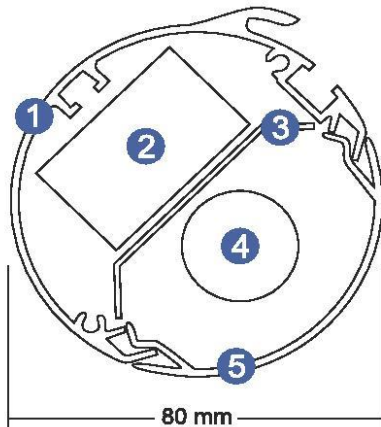
## 6.0 CONCLUSION

- 6.1 This application is proposing signage for a new fitness facility in the heart of a neighbourhood centre within Camden. Planning Permission was granted for this facility in February 2014 so this Advertisement Application is to complement this decision. This signage is of red and silver lettering projecting slightly from a black background and overall will have a minimal projection from the shop front.
- 6.2 The signage will be at least 2.4m from ground level, increasing to 2.6m as the slope in the ground increases further south. It is to be externally lit by static linear trough lighting which are a common way of lighting signage along this parade. The lighting bracket will also be black to match the signage.
- 6.3 With the sign being underneath a small projecting detail of the building at first floor level, neither the signage nor the luminance of the lighting will be visible from any of the residential properties above.
- 6.4 The colour scheme and lighting method are already evident in this parade of commercial activity illustrating this proposals appropriateness.
- 6.5 We respectfully request that this application is granted as it complies with all tiers of policy and supplementary guidance issued by Camden Council.

## APPENDICES

### 1. LIGHT BRACKET DETAILS

**Vividlife**



- 1 extruded aluminium casing
- 2 fluorescent control gear
- 3 mirror finish reflector
- 4 T8 triphosphor tube
- 5 clear cover

#### technical specification

- 30% electrical consumption saving
- EU, EMC CE compliant
- Electrical safety tested and certified to BS EN 60598-1: 2004 & BS EN 60598-2-1: 200
- Certified and sealed to IP65
- Mirror anodised reflectors
- Standard 200mm verso brackets
- Tailor-made to your specified lengths
- Next day delivery
- Very competitive pricing



## Verso bracket

For universal use  
with our sign lighting

- Slotted fixing
- Slide in and out
- Fix anywhere along length of the signlight
- Pivot to suit desired beam angle

Prices include: Philips T8 Lamps, 200mm verso brackets, mirror reflectors, polycarbonate glazing and polyester powder coated standard black or white finish - BS and RAL colours on request



...secure bracket to wall



...hang lights on bracket  
leaving hands free



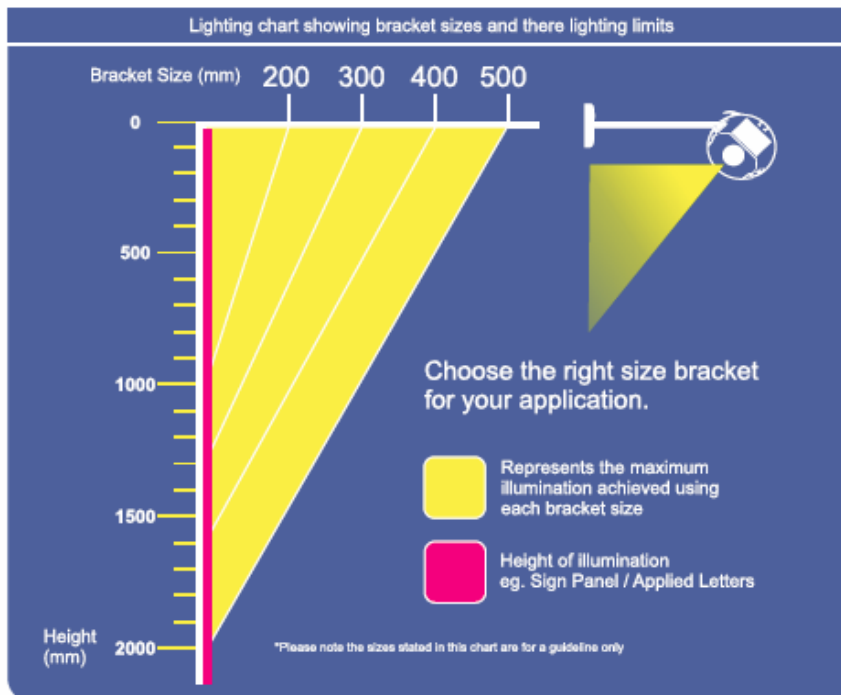
...side fasteners into position  
and tighten

## 2. LIGHTING DETAILS

Prices include Black or White finish with standard 200mm Verso brackets <b>including FREE DELIVERY</b>					
Length mm / (ft)	Price (£)	Brackets per light	Length mm / (ft)	Price (£)	Brackets per light
610 (2ft)	£84	2	5185 (17ft)	£258	5
915 (3ft)	£89	2	5490 (18ft)	£272	5
1220 (4ft)	£99	2	5795 (19ft)	£287	5
1525 (5ft)	£110	2	6100 (20ft)	£301	6
1830 (6ft)	£121	2	6405 (21ft)	£314	6
2135 (7ft)	£132	2	6710 (22ft)	£328	8
2440 (8ft)	£143	3	7015 (23ft)	£342	8
2745 (9ft)	£154	3	7320 (24ft)	£356	8
3050 (10ft)	£165	3	7625 (25ft)	£370	8
3355 (11ft)	£176	4	7930 (26ft)	£384	8
3660 (12ft)	£187	4	8235 (27ft)	£398	8
3965 (13ft)	£201	4	8540 (28ft)	£414	8
4270 (14ft)	£215	4	8845 (29ft)	£426	8
4575 (15ft)	£230	4	9150 (30ft)	£440	8
4880 (16ft)	£244	4	9455 (31ft)	£454	8

**Non standard brackets £5.00 / Standard Ral Colour Charge £40.00 / Non Standard Colour Charge £100.00**

\*All prices and delivery charges quoted on this site are correct at the time of publication and exclude VAT at the current rate. However, our prices are regularly reviewed and are subject to change without notice. For confirmation of our current prices please email [sales@vividsigns.co.uk](mailto:sales@vividsigns.co.uk), or call us on 01373 825503 Monday - Friday 9.00am to 5.30pm.



**BS and RAL colours on request**

