

PLANNING, DESIGN AND ACCESS STATEMENT

Ladies and Gentlemen, Fortess Road /
Highgate Road (LB Camden)

Retrospective Application for Double Sided
Internally Illuminated Sign



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Planning Statement

15/1859

1. INTRODUCTION

- 1.1. This Planning, Design and Access Statement is written on behalf of our client, Rocksteady Bars Ltd, in respect of proposals at the Ladies and Gentlemen (Kentish Town Public Lavatories) located on the Junction of Fortress Road and Highgate Road.
- 1.2. The retrospective planning application seeks permission for an internally illuminated sign.
- 1.3. The proposals are intended to facilitate the operation of the Ladies and Gentlemen bar, from the premises.
- 1.4. Overall the proposals are considered to comply with relevant planning policy and it is requested that planning permission is granted accordingly.

The retrospective planning application seeks permission for an internally illuminated sign.

2. SITE CONTEXT

- 2.1. The proposal site is located at the junction of Fortress Road and Highgate Road in Kentish Town within the London Borough of Camden. The site is bounded to the east by Fortress Road, to the west by Highgate Road and to the north by 'Concorde Cars' at ground floor level and residential units on the 3 floors above.
- 2.2. The site is not listed nor is it located in a conservation area. However, the site is located within the designated Town Centre of Kentish Town and an Archaeological Priority Area.

Planning History

- 2.3. There is no relevant history in relation to this application.

3. DESIGN

- 3.1. The proposals seek to install one double sided internally illuminated sign with three rows of alternating text at the junction of Fortress Road and Highgate Road, above the Ladies and Gentlemen bar. The sign will be formed from black metal with internal black lettering on a white background. The sign will be internally illuminated via an internal fluorescent tube.
- 3.2. The proposed signage has been carefully designed and will in accordance with the Development Policies (2010) Policy DP24 *securing high quality design*, DP26 *managing the impact of development on occupiers and neighbours* and DP30 Shopfronts and CPG1 Design (Section 8).
- 3.3. The double sided sign will create a cleaner and more sophisticated look to the bar, attracting customers discreetly to the subterranean bar. The proposed signage is in proportion, and in relation to the premises and other units in the street scene in line with CPG1 Design. Indeed, other commercial units within the area, have internally illuminated signage including The Forum on Highgate Road.

The Double Sided Sign Without Text



Source: Ladies and Gentlemen

An Example Of The Sign With Text And Illuminated



Source: Ladies and Gentlemen

Emerging Policy: Camden Local Plan

- 3.4. Although this document is not yet a material consideration, **Policies D1** (Design), and **D4** (Advertisements) follow the same general principles to those contained within the Camden Development Policies (2010).

4. ACCESS

4.1. The proposals do not seek to alter access to the site.