

<b>Delegated Report</b>			<b>Expiry Date:</b>	29/11/2016
<b>Officer</b>			<b>Application Number(s)</b>	
Oluwaseyi Enirayetan			2016/5426/A	
<b>Application Address</b>			<b>Application Type:</b>	
224 Camden High Street London NW1 8QR			Advertisement Consent	
<b>1<sup>st</sup> Signature</b>	<b>2<sup>nd</sup> Signature (If refusal)</b>	<b>Conservation</b>	<b>Recommendation(s):</b>	
			Refuse Advertisement Consent	
<b>Proposal(s)</b>				
Display of internally illuminated sign (lettering and symbol) positioned on 2nd floor front elevation in connection with existing use as a public house.				
<b>Consultations</b>				
Summary of consultation responses:		None received		
<b>Site Description</b>				
The application site is a mid-19 <sup>th</sup> century public house located on a prominent corner of Camden High Street and Hawley Street. It provides a termination to the more prosaic terrace to its south and emphasises the corner. The site is not within a conservation area, but is north of the boundary of the Camden Town Conservation Area. The building is not statutorily listed but is identified on Camden's local list as an asset of architectural, townscape and social significance.				
<b>Relevant History</b>				
<p><b>CA/314</b> – Repositioning of existing lettering reading COURAGE on Camden High Street frontage. Also addition of the word TAKE in similar style 15" high letters. All letters to have single line of red neon tubing. Overall length of display 18'. Overall height 31'3". – <b>Granted 23/12/1965</b></p> <p><b>8980414</b> - 1) Display of two double-sided internally illuminated projecting signs with red and white fenced lettering on blue and gold background measuring 600mm across and 130mm deep at 7.5m and 5.4m above ground as shown on two unnumbered drawings and location plan. 2) Display of 2 x double-sided internally illuminated projecting signs with red and white faced lettering on blue and gold background measuring 600mm across and 130mm deep at 7.5m and 5.4m above ground. – Part <b>Approve/Part Refuse 08/11/1989</b></p> <p><b>2016/3533/A</b> - Display of internally illuminated sign (lettering and symbol) positioned above 2nd floor windows on Camden High Street facade in connection with the existing use as a public house. – <b>Withdrawn by applicant 19/08/2016</b></p>				
<b>Relevant policies</b>				
<p><b>National Planning Policy Framework 2012</b> Paragraphs 56-58 (requiring good design) Paragraphs 126-141 (Conserving and enhancing the historic environment)</p> <p><b>The London Plan 2016</b> Policy 7.4 - Local character Policy 7.8 - Heritage assets and archaeology</p>				

## **LDF Core Strategy and Development Policies**

### **Core Strategy Policies (2010-2025)**

CS14 – Promoting high quality places and conserving our heritage

### **Development Policies (2010-2025)**

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 2011 (as amended)**

CPG1 (Design) – Chapters 7 & 8

### **Local List (adopted 21<sup>st</sup> January 2015)**

## **Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough**

## **Assessment**

### **1 Proposal**

1.1 Permission is sought for the display of an internally illuminated individual lettering and star symbol signs positioned vertically between 1<sup>st</sup> and 2nd floor front elevation. The sign would measure 2.44m in height x 0.56 width.

### **2 Visual Amenity**

2.1 Policy CS5 seeks to protect the amenity of Camden’s residents by ensuring the impact of development is fully considered

2.2 CPG1 Design states that advertisements will only be acceptable at fascia level or below, further stating that advertisements above fascia level can appear visually obtrusive and unattractive, and where illuminated can cause light pollution to neighbouring properties. Also signs that are unsympathetically designed can cause significant harm to the building and local townscape, therefore signs should relate well to the character, scale and architectural features of the building and respect their local context.

2.3 In accordance with guidance, if an advertisement is required at high level for a specific business use, this will usually be restricted to non-illuminated images on windows. Whilst the area is characterised with signs positioned above ground floor level, many of these are unique and provide visual interest, and are in keeping with the character of the area and relate to the premises they are displayed on. However, the proposed ‘Heineken’ lettering and star symbol does not provide any interest of this kind. Rather, the proposal will negatively impact the historical well preserved and important local listing building.

2.4 Additionally, the sign would be highly visible from the junctions of Camden High Street and Jamestown Road and also from the pedestrian crossing points at this major junction. It is considered that the location of the proposed signs is not an appropriate/integral feature to this highly prominent elevation.

### **3 Public Safety**

3.1 It is not likely the sign would cause any significant harm to public safety and is considered acceptable in this aspect.

### **4 Conclusion**

4.1 The internally illuminated advertisement by reason of its prominent location at second floor level would result in an incongruous addition which would be detrimental to the character and appearance of the host building and street scene.

## **5 Recommendation**

The proposed advert is contrary to policies CS14, DP24 and DP25 of the Local Development Framework and the application is therefore recommended for refusal.