

<b>Delegated Report</b>		<b>Analysis sheet</b>	<b>Date:</b>	<b>13/08/2015</b>
		N/A / attached	<b>Consultation Expiry Date:</b>	
			<b>Application Number</b>	
Leela Muthoora			2015/3463/A	
<b>Application Address</b>			<b>Drawing Numbers</b>	
128 Albert Street London NW1 7NE			See decision notice	
	<b>Team Signature</b>		<b>Authorised Officer Signature</b>	
<b>Proposal</b>				
Display of 1x non illuminated fascia sign (retrospective)				
<b>Recommendation:</b>		Refuse Advertisement Consent and warning of Prosecution Action to be Taken		
<b>Application Type:</b>		Advertisement Consent		

<b>Conditions or Reasons for Refusal:</b>	<b>Refer to Draft Decision Notice</b>					
<b>Informatives:</b>						
<b>Consultations</b>						
<b>Adjoining Occupiers:</b>	No. notified	<b>04</b>	No. of responses	<b>11</b>	No. of objections	<b>11</b>
<b>Summary of consultation responses:</b>	<p><u>111 Albert Street</u> We consider the sign to be garish in colour and too large. It is inappropriate and overly dominant in this residential area which is a Conservation Area in which many houses are listed Grade II. Camden's Conservation Area Appraisal and Management Strategy of 2007 states that '<i>A proliferation of signage, even of an appropriate design could harm the character of the Conservation Area.</i>'</p> <p><u>114 Albert Street</u> 5 areas of concern identified as area and street context, sign size, colour and position. The sign is not in keeping with the residential and historical context of the Camden Town CA and the high quality street scape of Albert Street. It is a large hoarding in a bright colour that contrasts to the building and not sympathetic to the area. The height of the sign makes it highly visible and dominates the street scape. It is too large and intrusive and harms the character of the Conservation Area. The sign should be smaller and more sympathetic to the local historical environment.</p> <p><u>116 Albert Street</u> The large red sign is not in keeping with the Victorian streetscape. In Camden's Conservation Area Appraisal and Management Strategy of 2007, you infer that signage of this sort is out of character with this area. The sign is very large, it is very bright, it is unnecessary and it dominates the Parkway end of the street. Granting such an application could lead to a damaging precedent which would risk significantly altering the historical character of this protected local area.</p> <p><u>118 Albert Street</u> The large bright red sign does not fit in with the listed buildings in this conservation area. The sign dominates the north end of the street. The Museum and pubs have signs which do not affect the street in this way.</p> <p><u>133 Albert Street</u> It is inappropriate within the largely residential area of the Conservation Area. It is a large commercial hoarding which is made more intrusive by its bright red background and large white lettering which are in stark contrast to the façade of the building and surrounding properties. It dominates the outlook from our front windows. It should be smaller and the design more sympathetic to the local area. It could set a precedent which risks altering the character of the protected local area.</p> <p><u>135 Albert Street</u> 5 areas of concern identified as area and street context, sign size, colour and position. The sign is in an area of listed buildings. It is highly visible and dominates the street scape. It is large at 4sqm and bright red with contrasting lettering and in contrast to the building. It affects my sleeping. If allowed, it could lead to a precedent that would risk altering the historical character of the area.</p> <p><u>139 Albert Street</u> The sign is not in keeping with the area, it looks four times larger than the previous one and is bright orange and looks tacky. It is damaging to the architectural integrity of the street and area.</p> <p><u>139 Albert Street</u> Sign does not take account of the streets historic character. The sign is large, glaring red, ugly in the context of the local area. The company is not taking into</p>					

	<p>account the streets historic character. This is of long term value and local business must not damage the environment of the historic area. If allowed, it sets a precedent that would allow successive commercial permissions which will gradually degrade the historic street.</p> <p><u>No address provided</u></p> <p>The site is part of an historic environment containing many Grade II listed town houses in the residential part of the Conservation Area. It is referred to in Camden's Conservation Area Appraisal and Management Strategy of 2007 as '<i>a high quality streetscape. Lined on both sides almost without interruption by uniform historic terraces.</i>' The sign is large, bright red with large white lettering which is at odds with the character of the local historical environment. It is in a highly visible position and deliberately intrusive.</p>
<p><b>CAAC/Local groups* comments:</b> *Please Specify</p>	<p><u>Camden Town CAAC</u> object for the following reasons: Albert Street is not a commercial street so the fascia banner is extremely inappropriate. It is also a very bright red which makes it stand out against the really rather distinguished building which is painted a smooth cream colour. It should be taken down and replaced by a 'Fitness' sign by the main door. Fitness already has a free standing sign on the pavement outside.</p> <p><u>Albert Street North Residents' Association (ASNRA)</u> object for the following reasons: 5 areas of concern identified summarised as area and street context, sign size, colour and position. The sign is not in keeping with the residential and historical context of the Camden Town CA and the high quality street scape of Albert Street. At 0.6m x 6.5m it is an intrusive commercial hoarding that is very bright with large contrasting lettering. Contrasted to cream colour of the building it is not sympathetic to the character of the building and area. The height of the sign makes it highly visible and dominates the street scape. It is too large and intrusive and harms the character of the Conservation Area. The sign should be smaller and more sympathetic to the local historical environment.</p>

### Site Description

The site is located at the northern end of Albert Street near the junction with Parkway.

The building on the site is two storeys in height with a roof extension. It dates from the late 19<sup>th</sup>/ early 20<sup>th</sup> century and was originally constructed as a warehouse but is now used as a gym on ground and first floors with residential units above.

The property is situated between a public house, The Earl of Camden, and offices, Ort House. To the south along Albert Street the majority of properties are residential.

The residential terraces on both sides of Albert Street to the south, nos. 123-139 and 90-118 are Grade II listed. The Spread Eagle P.H., 57 Parkway opposite is also Grade II listed.

The building is not listed but is identified in the Conservation Area Appraisal and Management Plan as making a positive contribution to the Camden Town Conservation Area.

### Relevant History

**EN14/1105** Large red banner sign not in keeping with Conservation Area. Permanent canvas banner on wall and two large flags placed outside property front door all day. All not in keeping with street.

**AEX0000377** Display of an internally illuminated projecting sign "Fitness First" health club at fascia level measuring approximately 900mm X 450mm. Refuse Consent for Advertisement 08-05-2000.

**AEX0000117** The display of an internally illuminated fascia sign. Grant Approval for Advertisement 11-02-2000.

**AE9900674** Display of a halo illuminated sign "Fitness First Health Club" at fascia level above main entrance and measures 800mm x 2300mm. Refuse Consent for Advertisement 27-10-1999.

**AE9800246R1** The display of a sign below first floor windows over the entrance to a health club in the

Albert Street frontage, illuminated by two spotlights. Grant Approval for Advert with Condition 20-05-1998.

**PE9700524R1** Change of use of part ground floor from approved A1 retail use plus change of use of whole first floor from permitted B1 Office Use to Health Club (Class D2). Grant Full Planning Permission (conds) 28-10-1997.

### **Relevant policies**

#### **National Planning Policy Framework 2012**

#### **Town and Country Planning (Control of Advertisements) (England) Regulations 2007**

#### **London Plan March 2015, consolidated with alterations since 2011**

#### **LDF Core Strategy and Development Policies 2010**

##### Core Strategy

CS5 Managing the impact of growth and development

CS14 Promoting high quality places and conserving our heritage

##### Development Policies

DP24 Securing high quality design

DP25 Conserving Camden's heritage

DP26 Managing the impact of development on occupiers and neighbours

#### **Camden Planning Guidance**

CPG1 (Design) 2015

Camden Town Conservation Area Appraisal and Management Strategy 2007

## Assessment

### 1. Proposal

Advertisement consent is sought retrospectively for a non-illuminated fascia sign. It is positioned at 4.245m from the ground in the same location as a previously approved fascia sign. The sign is 6560mm width x 665mm height x 70mm deep. The sign is coloured red with lettering in white. The maximum height of the individual letters and symbols is 58cm.

This application stemmed from a wider enforcement breach which also involved two free-standing signs at the front of the property and two canvas signs fastened to the front of the elevation below the ground floor windows. These have been removed following advice by enforcement officers. This application has been submitted in order to enable the fascia sign to be regularised.

### 2. Assessment

The principal issues considered to determine this application are summarised as below:

- Impact on amenity
- Impact on public safety

### 3. Impact on amenity

3.1 Camden Planning Guidance for Design advises that good quality advertisements respect the architectural features of the host building and the character and appearance of the surrounding area. CPG1 also states that advertisements in conservation areas and on or near listed buildings require detailed consideration given the sensitivity and historic nature of these areas or buildings. The site is located within the context of a street of Grade II listed buildings, which have been mostly retained as residential houses, including those opposite. The site is also identified in the Camden Town Conservation Area Appraisal and Management Strategy 2007 as a building that makes a positive contribution to the Camden Town Conservation Area. The neighbouring properties, The Jewish Museum, Spread Eagle P.H. and The Earl of Camden P.H. generally benefit from a more discreet form of advertisement with lettering only on the Albert Street elevations. The site shares an external elevational treatment at the upper floor level with the Earl of Camden P.H., 49 Parkway. Due to its position, colour and size the sign is incongruous with the existing signage and unduly dominant in the street scene.

3.2 Camden's Guidance from the Conservation Area Appraisal and Management Strategy 2007 states that a proliferation of signage could harm the character of the Conservation Area. The character of Parkway is a mix of commercial and residential units on a busy main traffic route. In contrast, Albert Street is predominantly residential with 'high quality streetscape, lined on both sides almost without interruption by uniform historic terraces.' When viewed from Albert Street looking towards Parkway the advertisement would be viewed against a backdrop of the largely commercial character. However, when viewed from Parkway the advertisement would be mostly viewed in the context of the predominantly residential character of Albert Street. The site stands at the transition in character from commercial frontage on Parkway to the residential character on Albert Street. By extending the visual influence of the commercial character towards this predominantly residential street, the advertisement is considered to erode the character of Albert Street and harm the Camden Town Conservation Area. It is noted that there was a previous sign in this location which was white in colour with blue lettering. This was far more sympathetic to the host building which is white and integrated better with the residential character of Albert street, being of a less obtrusive and a less overtly commercial character.

3.3 The sign is positioned below the bottom of the first floor windows in the same position as the previous fascia sign. It does not obscure the architectural features of the building as it sits between the columns and does not project beyond them. However, it extends the full width between a pair of columns measuring approximately 6560mm x 665mm (4.36sqm) which is an increase of 1.17sqm from the previously approved sign which measured

5815mm x 550mm (3.19sqm). The sign bisects the lower level of the front elevation of the building and dominates the entrance. As a result, it detracts from the appearance of the host building and street scene.

3.4 Camden Planning Guidance for Design advises that standardised “house-style” frontages may have to be amended in order to harmonise with the surrounding context and respect the building, and surrounding area. The use of vinyl material is not considered appropriate for a building identified as making a positive contribution to the conservation area and facing towards Grade II listed buildings. The red colour (RAL 3020) forms the dominant feature of the sign with white lettering measuring approximately 2.50m x 0.5m (1.25sqm). Whilst it is accepted that all advertisements are intended to attract attention, the size, position and colour of the sign has the effect of dominating the entrance and detracting from the neighbouring buildings. It is worth noting that the sign would appear less dominant if the colours were reversed. The previously approved sign used a cream background colour to sympathetically match the façade of the host building; the letters formed a visible area of 1300mm x 450mm (0.58sqm) which is considered to have less visual impact on the building and street scene.

3.5 The sign is not illuminated but it is noted that neighbouring occupiers are concerned that it is highly visible and unduly dominant to their outlook as an incongruous feature in the predominantly residential street.

#### 4. Impact on 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.

#### 5. Conclusion

The sign detracts from the appearance of the host building and harms the visual amenity of the Camden Town Conservation Area. As such the advertisement does not comply with policies CS14, DP24, and DP25 of the Local Development Framework or the Camden Planning Guidance on Design. The application is therefore recommended for refusal.

6. Recommendation - Refuse Advertisement Consent and pass the case to the Enforcement Team to commence prosecution proceedings to secure the removal of the unauthorised fascia sign.