

## Camden Square Conservation Area Advisory Committee

**181-183 Camden Road**

**Date:** 6 January 2019

**Planning application Reference:** 2018/4594/A

**Proposal:** Display of 1 x externally illuminated fascia sign (Retrospective)

**Summary:** The application should be refused: it fails to maintain or enhance the conservation area and runs counter to both the Camden Square Conservation area Appraisal and Management Strategy and the Camden Local Plan

### **Comments:**

1. We have concerns about the technical adequacy of the drawings
  - 1.1. Details of materials for the sign are not included on the drawing. The planning application form, however, indicates a roller shutter housing is to be covered with painted marine plywood illuminated externally by 2 coloured low wattage LED downlights.
2. In terms of the materials to be used, a photograph, (Side elevation photograph) submitted as part of the application, appears to indicate an unframed 18mm thick plywood panel as the sign panel with the sign fixed to the face of the existing shutter.
  - 2.1. In addition, a ply box structure has been added behind the panel, at the end of the shutter box, probably to house electrical equipment.
  - 2.2. The sign structure is a further unsightly addition sited approx 300mm in front of the original shopfront fascia.
3. We would question the durability of the materials
  - 3.1. The ply sign panel is unframed/lipped so it is likely, even if marine ply, to delaminate due to weathering.
4. This proposal is contrary to local planning guidance. We refer to both the Camden Square Conservation area Appraisal and Management Strategy and the Camden Local Plan. In relation to both the shutters and the decoration the former states:
  - 4.1. **Para 7.7.5 Stucco or render-fronted properties**

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Stucco needs regular painting with traditional permeable paints unless it has never been painted in the past, in which case it should be left unpainted.

- 4.1.1. Paint colours should match the other buildings in a group and should ideally conform to a traditional palette.

### 4.2. **Para 7.13 Shopfront design, canopies and shutters**

The appearances of shopfronts are an important element in the character of the two Neighbourhood Centres: Murray Street and York Way.

- 4.2.1. The retention of traditional shop fronts, and introduction of new ones of a high quality design is actively encouraged in the conservation area. It is important that shopfronts maintain the visual character and appearance of the street through respect for the proportions, rhythm and form of the original frontages. The loss of original or historic shopfronts will be resisted.
- 4.2.2. Inappropriate and poorly designed shopfronts detract from the character and appearance of the conservation area. Inappropriate security shutters and canopies which break the line and continuity of the parades and pattern of fascia and window should be avoided.

### 4.3. **Para 7.14 Fascias, signs and advertisements**

- 4.3.1. Shop signage should be appropriate for the conservation area, respecting the proportions of shop frontages, and maintaining the characteristic divisions between units.
- 4.3.2. Signage should be non-illuminated or externally illuminated and will usually consist of one fascia sign and one projecting sign and should not project above the traditional stringcourse or soffit of the shop front.

## 5. The Camden Local Plan 2017 notes

### 5.1. **Policy D2 Heritage (page 211)**

#### 5.1.1. Conservation areas

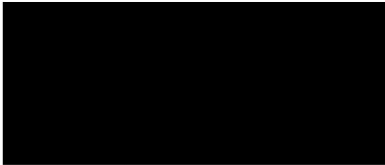
The Council will... require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area.

### 5.2. **Policy D3 Shopfronts (page 218)**

- 5.2.1. The Council will expect a high standard of design in new and altered shopfronts, canopies, blinds, security measures and other features.
- 5.2.2. When determining proposals for shopfront development the Council will consider:

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- ∞ the design of the shopfront or feature, including its details and materials;
  - ∞ the existing character, architectural and historic merit and design of the building and its shopfront;
  - ∞ the relationship between the shopfront and the upper floors of the building and surrounding properties,
6. A significant problem with this corner property, though not necessarily of the applicant's making, is that four significant and unsightly security shutter boxes have been fixed to the three sections of shop front fascia such that it is in consequence difficult to apply good sympathetic signage. No record of a planning application can be found permitting the installation of the four offending shutters which should, ideally, be removed as they are contrary to conservation area guidelines. Unfortunately this may not be possible as the shutters may well have been installed some years ago and gone unnoticed
  7. Shutters apart, we believe a conservation area planning application is necessary in respect of the colourful decoration that has been applied to the building. Better however, as such an application would not attract CAAC support, would be to suggest that the decoration is removed and the stucco painted in a plain colour. The base grey that is there would probably be acceptable.
  8. We strongly recommend this application is refused: it runs counter to the letter and spirit of both the Camden Square Conservation area Appraisal and Management Strategy and the Camden Local Plan
  9. We further recommend that the applicant should be required to submit a separate application for the abstract colourful decoration to the shopfront elevations – which would not attract CAAC support - or preferably advised that the stucco should be painted in plain colour.



**Signed:**

David Blagbrough

Chair

Camden Square CAAC

**Date:** 6 January 2019