

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>	<b>02/01/2019</b>
		N/A		<b>Consultation Expiry Date:</b>	<b>29/11/2018</b>
<b>Officer</b>			<b>Application Number(s)</b>		
Ben Farrant			2018/4594/A		
<b>Application Address</b>			<b>Drawing Numbers</b>		
183 York Way London N7 9LN			See draft decision notice		
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>		
<b>Proposal(s)</b>					
Display of 1 x externally illuminated fascia sign; non-illuminated mural painting to ground floor York Way and Camden Road elevations with associated external illumination (Retrospective)					
<b>Recommendation(s):</b>		i) Refuse advertisement consent			
		ii) That the Borough Solicitor be instructed to issue an Enforcement notice			
<b>Application Type:</b>		Advertisement Consent			

Conditions or Reasons for Refusal:	Refer to draft decision notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	00	No. of responses	00	No. of objections	0
			No. electronic	00		
Summary of consultation responses:	As the application is for advertisement consent, no public consultation was conducted.  No comments or objections were received.					
Camden Square Conservation Area Advisory Committee (CAAC)	The Camden Square CAAC objected to the application, the response is summarised below: <ul style="list-style-type: none"><li>Concerns regarding the accuracy of the plans</li><li>Details of materials not included</li><li>Unsightly siting of the fascia sign given its 300mm projection from the façade of the building (applied to the front of the roller shutter housing)</li><li>Durability of plywood sign (unframed) is of concern</li><li>Not in accordance with Camden Local Plan or Conservation Area Appraisal and Management Strategy (appropriate paragraphs are referenced)</li><li>Existing unsightly shutters make it difficult to use appropriate signage</li><li>Painted walls are unacceptable</li></ul>					

## Site Description

The application site is a three storey end of terrace property on the southern corner of the crossroads of York Way and Camden Road. At the ground floor is a commercial unit, previously in Class A1 retail use as a bike shop, but now with the use changed (without planning consent) to a Class A3 café (see planning history section of this report). Residential units are on the floors above.

The site is within the Camden Square Conservation Area; it is not a listed building, and there are none within the immediate vicinity. The property is within the Brecknock Road / York Way neighbourhood centre, but it is not within a designated primary or secondary shopping frontage.

## Relevant History

### 157 York Way (application site)

**2018/4712/P** - Change of use from shop (Class A1) to cafe (Class A3) (retrospective) – **Refused and Enforcement Action to be Taken 24/12/2018**

**2016/6581/PRE** - 1. Renovation of the basement space to create a new self-contained 3 bed flat. 2. Reconstruction of the back addition, extended to enable improvement to the existing 4 bed residential unit, creating an additional bedroom. 3. Refurbishment of the commercial space – **Pre-app advice issued 09/03/2017**. Concerns were raised regarding: loss of A1 floorspace; siting, scale and design of rear additions; and poor quality of accommodation provided.

## Relevant policies

**National Planning Policy Framework 2018**

**The London Plan March 2016**

**The Camden Local Plan 2017**

D4 - Advertisements

**Camden Planning Guidance**

CPG Advertisements (March 2018)

CPG1 - Design (July 2015 updated March 2018)

CPG6 - Amenity (September 2011 updated March 2018)

**Camden Square Conservation Area Appraisal and Management Strategy (2011)**

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

## Assessment

### 1. Proposal

1.1 Advertisement consent is sought retrospectively for the following works:

- Display of 1 x externally illuminated fascia sign. The sign measures 1630mm (width) by 690mm (height) with a depth of 10mm; this has been applied to the front of an existing roller shutter box which projects 300mm from the front elevation of the building. The sign has a painted plywood finish, and is illuminated by 2 no. coloured LED downlights (static illumination).
- Mural painting applied to the Camden Road and York Way elevations of the ground floor advertising the business.

- Installation of a total of 7no. statically illuminated different coloured LED downlights (including 2 no. for the proposed signage)

1.2 No revisions were received during the course of this application.

1.3 The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

## 2. Visual Amenity

2.1 CPG (Advertisements) states that *'Good quality advertisements respect the character and appearance of the surrounding area. As a general guide, the most satisfactory advertisements are those which take into account the character and design of properties and surroundings. All signs should serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the surrounding area.'*

2.2 The guidance further 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. Any advertisements, of whatever type, on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings'.*

2.3 Policy D4 (Advertisements) of the Camden Local Plan 2017 states that applications for advertisements will be supported where they *'a. preserve the character and amenity of the area; and b. preserve or enhance heritage assets and conservation areas'*.

2.4 The Camden Square Conservation Area Appraisal and Management Strategy (2011) paras.7.13 and 7.14 stress the importance of well-designed shopfronts and appropriate signage. Para. 7.7.5 describes the importance of stucco and render fronted properties, stating they should be painted in colours which match the other buildings in the group and ideally conform to a traditional palette. It notes: *'The state of shop fronts and signage continues to decline in general' as a concern (section 6); it continues 'poorly designed retail signage has also harmed the quality of some shop frontages; this includes oversized crude fascia signs that fail to relate to the architectural character and proportions of the building and its shopfront.'*

2.5 Whilst externally illuminated timber painted signage is generally preferred within a conservation area, the signage proposed here is of a poor quality design and material finish, with inappropriate coloured lighting which serves to form a poor quality and unsympathetic addition to the conservation area. The harm caused as a result of the signage is further emphasised by its prominent position on the corner of the building and to the front of the projecting roller shutter enclosure which essentially gives the signage a depth of 310mm, forming a prominent addition to the property.

2.6 It is therefore considered that the fascia sign, by reason of its choice of materials, design, scale, siting to the front of the security shutter box, and illumination, forms an inappropriate addition to the front of the property.

2.7 It is further considered that the mural promoting the business (which includes an image of a person drinking a smoothie) which covers the external elevations of the ground floor unit is inappropriate given the context of the conservation area. The advertisement by reason of its scale, design and use of colour, serves to detract from the character, appearance and historic interest of the Camden Square Conservation Area (the heritage asset). The prominence of this corner plot is considered to further emphasise the harm to the heritage asset.

2.8 It is further considered that the 7no. downlights to the property are an inappropriate form of illumination. The lights are in different colours and serve to further highlight the advertisements and their prominence. By reason of the number and colour of the lights, they are considered to detract from the significance of the conservation area.

2.9 Given the above assessment, the proposed development by reason of its quality, material finish, design, scale, siting and illumination, is detrimental to the character and appearance of the conservation area, contrary to policy D4 of the Local Plan and CPG (Advertisements).

### **3. Transport and Highway Operation**

3.1 The size and location of the signage results in a very prominent addition to the streetscape; however given the level of illumination within the adjacent shopping parade and illumination of the crossroads of Camden Road and York Way, coupled with the static nature of the illumination proposed, the signage is considered not to form a significant distraction to motorists.

3.2 As such, the proposed signage presents no safety issues or concerns. On this point, the proposal is considered acceptable.

### **4. Conclusion**

4.1 Given the above assessment, the proposed development is considered to form a poor quality addition to the area, causing harm to the character, appearance and historic importance of the Camden Square Conservation Area. The material finish, scale, design, and illumination are considered to be inappropriate in this instance, with the prominence of the fascia sign exaggerated by its siting to the front of the roller shutter box, and the prominence of the mural (and fascia sign) furthered by the corner siting of the property and illumination.

4.2 Given the above, the proposal is considered to be contrary to policy D4 of the Local Plan, CPG (Advertisements) and the Camden Square Conservation Area Appraisal and Management Strategy (2011).

### **5. Recommendation**

**5.1 Refuse Advertisement Consent**