

<b>Delegated Report (Refusal)</b>	<b>Expiry Date:</b>	<b>21/12/2018</b>
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<b>Officer</b>	<b>Application Number(s)</b>
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Matthias Gentet	2018/5216/A
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<b>Application Address</b>	<b>Application Type:</b>
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79 Highgate Road (Pizza East) London NW5 1TL	Advertisement Consent
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<b>1<sup>st</sup> Signature</b>	<b>2<sup>nd</sup> Signature (If refusal)</b>	<b>Conservation</b>	<b>Recommendation(s):</b>
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			Part Grant/Refuse Advertisement Consent
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**Proposal(s)**

Display of an internally illuminated wrap-around sign to ground floor corner elevations and the retention of 5 x non-illuminated vinyl letterings on valance to existing awnings.

**Consultations**

Summary of consultation responses:	None received.
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**Site Description**

The application site contains a part 4,part 5 storey (plus basement) inter-war warehouse in stock brick with metal windows that extends between Sanderson Close to the northwest and Carkers Lane to the southeast; on the south-western side of Highgate Road. The building – known as Highgate Studios, No53 to No79 - hosts a mixture of commercial units that includes eateries, a children centre, offices and a gym.

The site is not within a designated conservation area and the building is not listed, it is, however, on the Local List – ref: 506, which describes the building to be a large Inter-war warehouse in stock brick with metal windows, displaying restrained classical motifs in the rusticated quoins and projecting cornice. It is also and adjacent to the Dartmouth Park Conservation Area opposite (to the northeast).

**Relevant History**

Application Site History:

**Chicken Shop (unit within No79 Highgate Road)**  
2018/5285/A – (granted on 26/11/2018) - Display of 1 x internally illuminated (neon) lettering fascia sign and 1 x internally illuminated projecting sign.

**Gym (unit within No79 Highgate Road)**  
2009/5504/A – (granted on 18/01/2010) - Display of one internally illuminated fascia sign to gym (Class D2).

**AEX0300053** – (granted on 27/03/2003) - Proposed installation of illuminated signage to fascia level, vinyl lettering above main entrance door and to 3 windows at ground floor level and 2 projecting banners at first floor level - **Units B C D & F**

**9401145** – (granted on 29/09/1994) - Change of use from light industrial use (Class B1) to warehouse use (Class B8).

**CA/2138/AD45** – (granted on 22/04/1975) - The erection of two internally illuminated, double sided, projecting signs 3'0" (0.9m) long, 2'0" (0.61m) high, 7" (0.18m) deep, projection 3'2" (0.96m) overall height 10'6" (3.2m).

**15307** – (granted on 16/03/1973) - Change of use from industry to warehouse.

**12033** – (granted on 03/11/1971) - Change of use of ground first and second floors of block A, 53-79, Highgate Road N.W.5., from industrial to storage parcelling and distribution of books, magazines and periodicals, together with ancillary office accommodation.

#### Enforcement Site History:

**EN19/0117** – Unauthorised display of projecting banner signs at 1<sup>st</sup> to 3<sup>rd</sup> floor level, a car park indicating sign at 1st floor level and the externally illuminated 'Café/Reception' direction sign above one of the windows at 1st floor level on Sanderson Close elevation – ongoing.

#### Adjacent Site History:

##### **No141 Highgate Road**

**2009/3191/A** – (refused with warning of prosecution action to be taken on 08/02/2010) - Retention of a wrap-around illuminated fascia sign (on Highgate Road and Wesleyan Place elevations) and a projecting sign with illuminated lettering on Highgate Road elevation at ground floor level.

#### *Reasons for Refusal:*

*The fascia sign and projecting sign, by reason of their size, location and internal illumination, are considered to be overly dominant and creating unnecessary visual clutter and thus cause harm to the character and appearance of the host building, the streetscene and the Dartmouth Park Conservation Area, contrary to policies B1 (General Design Principles), B4 (Advertisements and signs) and B7 (Conservation Areas) of the London Borough of Camden Replacement Unitary Development Plan 2006.*

#### Other Similar Proposals within Camden:

##### **41 - 44 Great Queen Street**

**2010/2361/A** – (refused with warning of prosecution action to be taken on 06/08/2010) - Retention of wrap around internally illuminated fascia sign to the Great Queen Street and Drury Lane elevations, two externally illuminated hanging signs and two acrylic shop window signs to existing shop.

#### *Reasons for Refusal:*

*The proposed fascia sign, by reason of its design, depth of projection and excessive length wrapping around both frontages and corner, is overly dominant and is considered to be harmful to the appearance and proportions of the host property and to the character and appearance of the street scene and Conservation Area, contrary to policies B4 (Advertisements) and B7 (Conservation Areas) of the London Borough of Camden Replacement Unitary Development Plan 2006.*

**2009/3175/A – (refused on 24/08/2009)** - Display of a wrap-around internally illuminated fascia sign to Great Queen Street and Drury Lane elevations and two externally illuminated projecting signs

*Reasons for Refusal:*

*The proposed fascia sign, by reason of its design, depth of projection and excessive length wrapping around both frontages and corner, would be overly dominant and would be harmful to the appearance and proportions of the host property and to the character and appearance of the street scene and Conservation Area, contrary to policies B4 (Advertisements) and B7 (Conservation Areas) of the London Borough of Camden Replacement Unitary Development Plan 2006.*

**2009/0853/A – (refused on 01/05/2009)** - Display of a wrap-around internally illuminated fascia sign to the Great Queen Street and Drury Lane elevations, two externally illuminated hanging signs and two adhesive acrylic signs to shop window area.

*Reasons for Refusal:*

*The proposed fascia sign, by reason of its design, depth of projection and excessive length wrapping around both frontages and corner, would be overly dominant and would be harmful to the streetscene and Conservation Area, contrary to policies B4 (advertisements) and B7 (conservation areas) of the London Borough of Camden Replacement Unitary Development Plan 2006.*

## **Relevant policies**

**National Planning Policy Framework 2018**

**The London Plan 2016**

**Camden Local Plan 2017**

D1 – Design

D2 – Heritage

D4 - Advertisements

**Camden Planning Guidance 2015 (as amended)**

CPG1 (Design) – Chapter 2, 3 & 7

**Camden Planning Guidance 2018 (as amended)**

CPG (Advertisements)

**Dartmouth Park Conservation Area Appraisal (January 2009)**

**Kentish Town Neighbourhood Plan (June 2016)**

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

## Assessment

### 1. Proposal and Background

- 1.1 Advertisement Consent is sought for the display of an internally illuminated wrap-around sign to the ground floor corner elevations (Sanders Close and Highgate Road) and 5 x non-illuminated vinyl text to valance on awnings.
- 1.2 The host building is an inter-war warehouse that has been converted over the years to accommodate various commercial units offering offices (B1a), a children centre (D1), restaurants (A3), a Gym (D2) and a coffee shop (A1). [See Relevant History above]
- 1.3 The unit relating to this application is situated at ground floor level and on the far right hand corner (when facing from the street) of the building adjacent to Sanderson Close, from which Pizza East operates, alongside Chicken Shop. A recent application for the latter – reference: 2018/5285/A – was granted on 26/11/2018 for the display of 1 x internally illuminated (neon) lettering fascia sign and 1 x internally illuminated projecting sign [See Relevant History above]. This application is independent from the Chicken Shop and has therefore been assessed on its own merit.
- 1.4 There are currently 2no unauthorised large projecting banner signs on the corner of Highgate Road and Sanderson Close elevation at 1st to 3rd floor level – the top one advertising 'Highgate Studios', the below one advertising 'PureGym'. Both are internally illuminated and the lower sign appears to be externally illuminated by 2no flood lights located underneath. These - along with the car park indicting sign at 1<sup>st</sup> floor level and the externally illuminated 'Café/Reception' direction sign above one of the windows at 1<sup>st</sup> floor level on Sanderson Close elevation - were installed between May and June 2012. As a result, an enforcement case reference: EN19/0117 has been opened [See Relevant History above].
- 1.5** Furthermore, 8no spotlights on both Highgate Road and Sanderson Close elevations have been installed without the required planning permission. The same applies to the 6no electric heaters on Highgate Road façade of the shopfront – all of which comprise associated cabling. These fixtures having been site for more than 4 years are now immune from formal enforcement action.
- 1.6 It is unclear when the awnings on the application building were installed. Photographic evidence shows that these were in place from July 2008. Though black at the time, the material has been changed to a white and orange stripe cover with orange valance, the latter being the only part of the awnings that contain any advertising. The valances bearing the name of the restaurant, though already in place, form part of this application and are assessed retrospectively.

### 2. Assessment

- 2.1 The principle considerations in the determination of this application are:
- Visual Amenity (Design and Heritage)
  - Public Safety

### 3. Visual Amenity (Design and Heritage)

#### Policy context

- 3.1 Policy D4 (Advertisements) states that *'Advertisements and signs should be designed to be complementary to and preserve the character of the host building and local area. The size, location, materials, details and illumination of signs must be carefully considered. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail.'* It goes on further by stating that *'The Council will resist advertisements that contribute to an unsightly proliferation of signage.'*
- 3.2 Policy D2 (Heritage) states that *'Due to the largely dense urban nature of Camden, the character or appearance of our conservation areas can also be affected by development which is outside of conservation areas, but visible from within them which can have an impact on areas some distance away, as well as adjacent premises. The Council will therefore not permit development in locations outside conservation areas that it considers would cause harm to the character, appearance or setting of such an area.'*
- 3.3 Camden Planning Guidance CPG (Advertisements) states that *'Advertisements and signs should respect the form, fabric, design and scale of the host building and setting. All signs should serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area. The type and appearance of illuminated signs should be sympathetic to the design of the building on which it is located. The method of illumination should be determined by the design of the building.'*
- 3.4 In terms of illumination, the guidance is also in line with Policy D4 and states that: *'The type and appearance of illuminated signs should be sympathetic to the design of the building on which it is located. The method of illumination should be determined by the design of the building'*.

#### Illuminated Wrap-around

- 3.5 The building is on the Local List and is described as *'an inter-war warehouse in stock brick with metal windows that extends between Sanderson Close and Carkers Lane. The building displays restrained classical motifs in the rusticated quoins and projecting cornice in the section on the junction with Sanderson close; further south the elevations have minimal ornament and the proportions appear more characteristically 20th century.'* The wrap-around sign would measure approximately 2m in height, spreading out by approximately 0.3m on each side, and would be made of aluminium and acrylic.
- 3.6 Due to its chosen location – on the corner of the building, at ground floor level – the proposed signage would be an incongruous and bulky addition, creating visual clutter to a section of the building that is already bearing a lot of fixtures that include 5no awnings, 8no spotlights, 6no electric heaters and associated cabling on the ground floor commercial frontage. Adding to these items, there are also 2no large illuminated banner signs, one directional board sign for the carpark and another illuminated direction sign for the café/reception at upper level.
- 3.7 The shopfront is clearly burdened with illuminated signage of different shapes and sizes, as well as other features. The addition of yet further large and illuminated signage would result in a cumulative impact of overloading this corner of the building with unsympathetic development detracting from the historical character and appearance of the host building. Furthermore, additional signage would be expected to be non-illuminated as a result of the extensive level of advertisements which are already subjected to illuminance.

3.8 In terms of its size, design, location, materials and internal method of illumination, the internally illuminated wrap-around sign is considered to be detrimental to the character and appearance of the host building, the surrounding area and the Dartmouth Park Conservation Area opposite, contrary to policies D2, D4 and CPG (Advertisements). Therefore, this aspect of the proposal is refused.

#### Vinyl Lettering on Valance

3.9 The proposal includes the retention of vinyl letter signs located on the valance of each of the awnings.

3.10 In terms of size, design, location and material used, the lettering signage on the valance is considered to be acceptable, in accordance with policies D4 and CPG (Advertisements). Therefore, this aspect of the proposal is approved.

### **4. Public Safety**

4.1 Policy D4 (Advertisements) of the Camden Local Plan 2017 states that highway safety, with focus on vulnerable road users, should be considered. Advertisements will not be considered acceptable where they impact upon public safety including result in glare and dazzle or distract road users because of their unusual nature, disrupt the free flow of pedestrians or endanger pedestrians.

4.2 The type of illumination hereby proposed would clearly enhance the visibility of the business within the highstreet. However, the signage here proposed are commonly found on commercial frontages and have the only purpose to offer some visibility and do not produce a level of illuminance that is significant enough to be cause for concerns for the safety of the public.

4.3 As such, the method of illumination is therefore considered acceptable in terms of public safety.

### **5. Conclusion**

5.1 The illuminated wrap-around sign, by virtue of its size, design, location, materials and illumination would be an unsympathetic and incongruous feature adding further visual clutter to the historic façade of the overall building, representing an inappropriate form of development that is detrimental to the special architectural and historic interest of the host building. The proposal would neither preserve nor enhance the character and appearance of the Dartmouth Park Conservation Area and the streetscape, contrary to policies D2 (Heritage) D4 (Advertisements) of the Camden Local Plan 2017, and policy D3 (Design) of the Kentish Town Neighbourhood Plan 2016. Therefore, this aspect of the proposal is refused.

5.2 The 5 x non-illuminated advertising vinyl lettering on existing awnings, in terms of size, design, location, material to be used and lack of illumination, are considered acceptable. They would preserve the character and appearance of the host building, streetscape and conservation area opposite, in accordance with policy D4 (Advertisements) of the Camden Local Plan 2017, and policy D3 (Design) of the Kentish Town Neighbourhood Plan 2016. Therefore, this aspect of the proposal is approved.

### **6. Recommendation**

6.1 Part Refuse Advertisement Consent for the illuminated wrap-around sign

6.2 Part Approve Advertisement Consent for the 5 x non-illuminated advertising vinyl lettering on

existing awnings