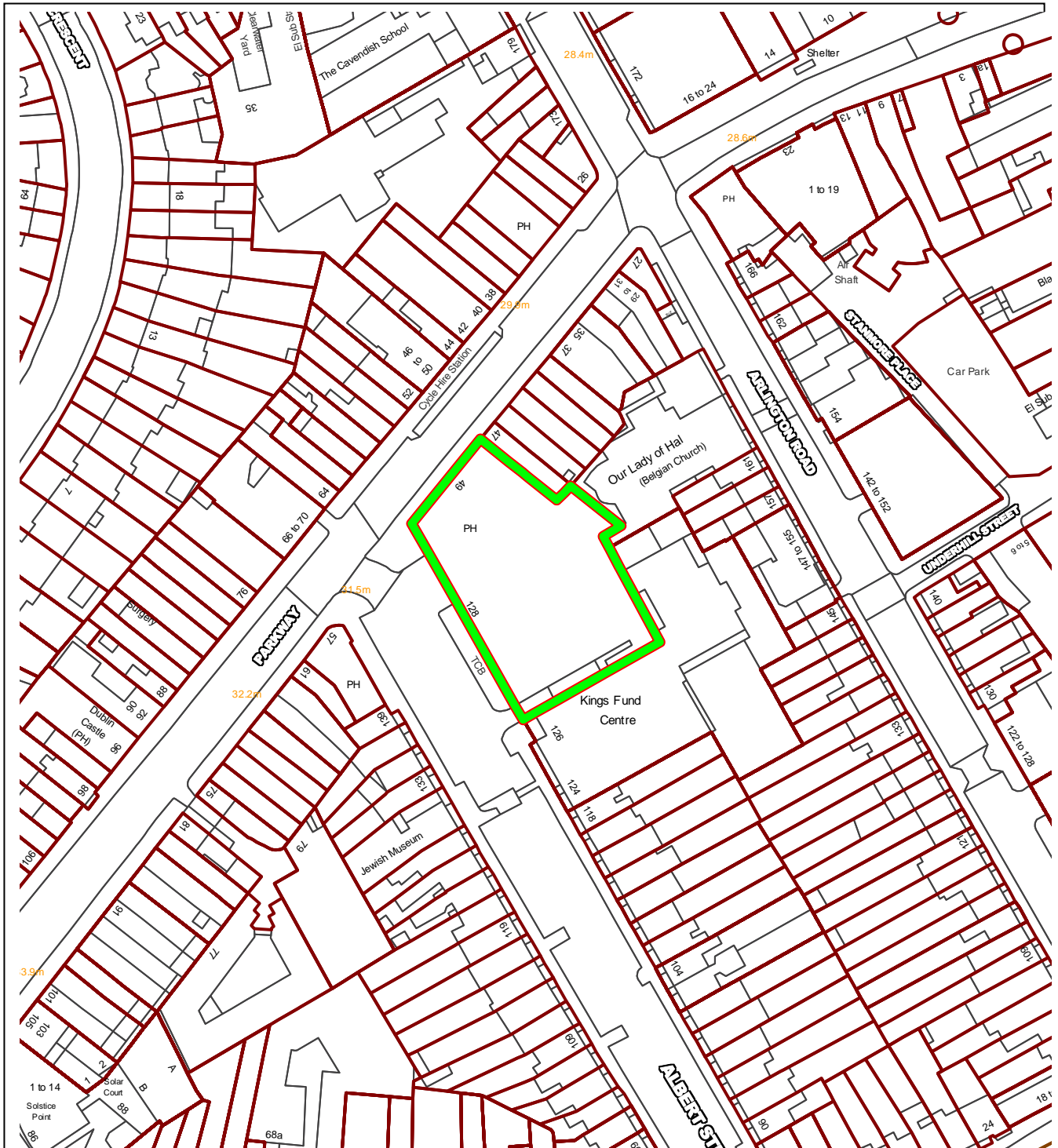


55 Parkway, Earl of Camden PH



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1. Albert Street Elevation showing signage and lighting



2. Parkway and Albert street showing signage and lighting

Delegated Report		Analysis sheet	Expiry Date:	19/03/2019
(Members Briefing)		N/A / attached	Consultation Expiry Date:	03/03/2019
Officer			Application Number(s)	
Jennifer Walsh			2019/0408/P and 2019/0278/A	
Application Address			Drawing Numbers	
Earl of Camden PH 55 Parkway London NW1 7PN			Please refer to draft decision notice	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
1) Installation of 6 x wall mounted lanterns on individual pilasters of Public House (Class A4). [Retrospective] 2) Display of 2 x halo illuminated lettering fascia signs, 1 x externally illuminated hanging sign and 3 x internally illuminated menu case. [Retrospective]				
Recommendation(s):		1) Grant Planning Permissions 2) Grant Advert consent and warning of Enforcement Action to be taken		
Application Type:	Full Planning Permission 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	00
Summary of consultation responses:	<p>A site notice was displayed 06/02/2019 – 03/03/2019 A press notice was displayed 07/02/2019 – 03/03/2019</p> <p><u>Summary of Responses:</u></p> <p>An objection from an owner/occupier at No. 128 Albert Street, NW1 7NE, was received, summarised as follow:</p> <ul style="list-style-type: none"> - The property has undergone a welcome programme of refurbishment; - New signage is totally out of keeping with the current streetscape; - Albert street is in a conservation area which guards against development that is not in keeping with the local environment; - The signage breaches that protection 4 enforced recently against Fitness First who also installed inappropriate signage to the Albert St face of the building; - Camden Council should take enforcement action against the owners of the Earl of Camden and have them remove the signage. <p><u>Officers Response:</u></p> <p>This application has come via an enforcement complaint. Please refer to section 4.0 for a detailed response to the proposals. The proposals do include a resubmission of the detail of the scheme, with the existing signage being replaced by proposed fascia sign with halo illumination.</p>					
CAAC/Local groups comments:	<p>An objection from the Camden Town Conservation Area Advisory Committee (CAAC) was received, as follows:</p> <p><i>'The proposed industrial-style lantern lighting is unnecessary, as there is considerable light spillage from the interior already. This public house is at the end of a residential street where lighting to entrance doors is considered inappropriate and is discouraged and therefore allowing it on this building would set a poor precedent. The proposal neither enhances nor preserves the character of the CA. We note that the revised signage is also inappropriate for its setting - both the colours and the style of lettering and graphics looks cheap and garish (this is shown on the application but does not appear to form part of it).'</i></p> <p><u>Officer's Response:</u></p> <p>There are two applications on the same site. The application for the 6 x wall mounted lanterns forms part of the planning application and the revised signage has been submitted under the advertisement consent application, which is also under consideration.</p> <p>For detailed response, please refer to paragraph 4.6.</p> <p>An objection from the Albert Street North Residents Association was received, as follows:</p> <p><i>'Object to the installation of the wall mounted lamps on the grounds that they are out of keeping with the rest of the buildings on the street which are predominately residential dating from the 1880's.</i></p> <p><i>We also object on the grounds that the building is located in a conservation zone and the installation of the fittings on the outside of the building conflicts with the planning guidelines for the conservation zone.'</i></p> <p><u>Officer's Response:</u></p> <p><i>Please see paragraphs 4.6</i></p>					

Site Description

The site address is a two storey building located on the southern side of Parkway and on the corner with Albert Street. The building dates from the 1920s and largely reconstructed in the late 1990s. Originally, it was an Esso chemical works, and later an Italian wine warehouse. Today, it houses a variety of uses including a food shop and the Earl of Camden Public House (No.49 to No.55 Parkway) and a gym – currently Fitness First (No.128 Albert Street), and sits within a busy high street consisting of a mixture of commercial units at ground floor level with residential at upper levels.

The building is in Camden Town Conservation Area but is not listed.

Relevant History

Site History:

PEX0000167 – (refused on 25/04/2000) - Partial opening of existing shopfront on Albert Street frontage.

AE9700370 – (refused on 14/07/1997) - New externally illuminated fascia and projecting hanging sign.

Reasons for Refusal:

The proposed signage would have an adverse effect on the appearance of this building by reason of its depth and position to the detriment of the existing street scene and the Camden Town Conservation Area in which the site is located, and is contrary to policy EN63 in the London Borough of Camden Unitary Development Plan.

PE9700115 – (refused on 15/08/1997) - Change of use from warehouse/storage to wine cellar and café (A1 & A3 combined use) installation of shopfront and air conditioning units at roof level.

Units within the Building:

No49 Parkway

AE9800908 – (granted on 18/02/1999) - The display of externally illuminated fascia and projecting signs and retractable canopy.

No128 Albert Street

2017/2556/A – (granted on 12/06/2017) - Display of a replacement fascia sign.

2015/3463/A – (refused with warning of prosecution action on 17/01/2017) - Display of 1x non-illuminated fascia sign (retrospective).

Reasons for Refusal:

The fascia sign by reason of its inappropriate design and size is an obtrusive and discordant feature which has a detrimental impact on the appearance of the existing building and fails to either preserve or enhance the character and appearance of the Camden Town Conservation Area contrary to Core Strategy Policy CS14 (Promoting high quality places and conserving our heritage) and Development Policies DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of Camden's Local Development Framework.

P9601592 – (granted on 05/09/1996) - Change of use of the existing warehouse building to provide A3 (Food and Drink), A1 (Retail shops) and B1 (Business) accommodation.

Site Enforcement History:

No55 Parkway

EN19/0119 - 6x lanterns installed on each pilasters without planning permission – Ongoing.

EN18/1040 - Illuminated neon signage erected on Parkway and Albert Street frontage of Earl of Camden PH – Ongoing.

No128 Albert Street

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 – Case Closed on 10/07/2017 [Breach ceased]

Adjacent Site Enforcement History:

No99-101 Parkway

EN14/0710 - Fascia and projecting signs displayed without advert consent – Case Closed on 07/10/2014 – Reason: Breach ceased.

Relevant policies

National Planning Policy Framework 2019

The London Plan 2016

Camden Local Plan 2017

A1 – Managing the impact of development

D1 – Design

D2 – Heritage

D3 - Shopfronts

D4 - Advertisements

Camden Planning Guidance 2015 (as amended)

CPG1 (Design) – Chapters 2, 3 & 7

Camden Planning Guidance 2018 (as amended)

CPG (Advertisements)

Camden Town Conservation Area Appraisal (October 2007)

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

Assessment

3.0 Proposal and Background

- 3.1 Planning Permission is sought for the installation of 6 x wall mounted lanterns on individual pilasters of the public house on both Parkway and Albert Street elevations.
- 3.2 Advertisement Consent is sought for the display of 2 x internally illuminated lettering fascia signs, 1 x externally illuminated hanging sign and 3 x internally illuminated menu cases
- 3.3 It must be noted that the lanterns and signage are all in place without the duly required permission and consent respectively, and are therefore unauthorised. All are the subject of enforcement cases reference: EN19/0119 (Lanterns) and EN18/1040 (Signage) [See *Relevant History above*].

2.0 Revisions

- 2.1 Revisions have been received in relation to the 2 x Fascia Signs. Following on from consultees and officer concerns, the lighting element of the proposal has been revised to now include Halo lighting to the fascia signs in line with Camden Planning guidance.

4.0 Design, Heritage and visual amenity

- 4.1 One of the considerations in the determination of the applications is the impact of the proposal on the appearance of the host building and the character and appearance of the conservation area and streetscape.
- 4.2 Policy D1 (Design) of the Camden Local Plan 2017 states that '*Council will require that development respects local context and character, comprises details that complement the local character.* Policy D2 (Heritage) of the Camden Local Plan 2017 states that '*The Council will require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area.* Policy D3 (Shopfronts) of the Camden Local Plan 2017 states that '*The Council will expect a high standard of design in altered shopfronts and features. When determining proposals for shopfront development the Council will consider the existing character, architectural and historic merit and design of the building and its shopfront.*'
- 4.3 Camden Planning Guidance CPG1 (Design) states that '*Shopfront alterations should respect the detailed design and architectural features of the shopfront and building itself. Shopfronts forming part of a larger new development should be considered as an integral part of the overall design.*'
- 4.4 Policy D4 (Advertisements) of the Camden Local Plan 2017 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.*'
- 4.5 This is also supported by CPG (Advertisements) which also states that '*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.*' The guidance also 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 (internal, external, lettering, neon, etc.) should be determined by the*

design of the building.'

- 4.6 The proposed Lanterns would measure approximately 300mm in height by 120mm in width, with 4 no. installed on the Albert Street elevation and 2 no. on the Parkway elevation – approximately mid-way between ground level and the base of the transom details demarking the fascia area. Three of the lanterns are situated just above 3 no. menu boards. The proposed lanterns are reminiscent of an old industrial design. The industrial connection between the lanterns and the historical nature and identity of the host building - which was originally built in the 1920s and served as an Esso chemical works – can clearly be seen. Due to the lanterns scale and location, it is not considered that they would harm the application site nor the wider conservation area in line with policies D1, D2, and D3 of the Camden Local Plan, and CPG Design.
- 4.7 Revisions have been received to the proposed illuminated fascia sign. Officers were concerned about the garish internally illuminated signs and therefore requested, in line with guidance that each letter was halo illuminated. This is consistent with other similar signs in the area, and due to its proposed low luminance levels is not considered to harm the character or appearance of the conservation area and is considered acceptable.
- 4.8 1 x externally illumined hanging sign is located on the front elevation fronting Parkway. The sign is considered to be sensitively illuminated by two external swan lights and located at fascia level which is considered acceptable.
- 4.9 3 low level illuminated menu boards have also been erected on the building. Two on the front elevation fronting Parkway and another to the side elevation fronting Albert Street. These are to be positioned at a lower level on the elevation, and are common features on buildings in use as public houses or restaurants. The illuminance levels (500cd/m2) are considered appropriate for this location and due to the positioning are not considered to 'clutter' either elevation. These elements are therefore considered acceptable.
- 4.10 As the existing signage has been erected without planning permission, it is considered necessary to warn of enforcement notice if the signs are not replaced within 3 months from the date of this permission.

5.0 Public Safety

- 5.1 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.
- 5.2 The type of illumination hereby proposed would enhance the visibility of the business within the high street, however this would not produce a level of illuminance that is significant enough to raise concerns regarding the safety of the public.
- 5.3 As such, the method of illumination is therefore considered acceptable in terms of its impact on public safety.

6.0 Conclusion

- 6.1 The proposed signage and the elements which are already displayed are considered to be acceptable in terms of its size, design, location, method of illumination, and luminance levels, and is not harmful to pedestrians or vehicular safety in accordance with Camden Planning Guidance. The proposed signage does not obscure any significant architectural or historic features, nor does it detract from the character and appearance of the host building or the wider Camden Town Conservation Area. The signage would therefore not have any adverse impact on neighbouring amenity. As such, the proposals are acceptable.

WARNING OF ENFORCEMENT ACTION TO BE TAKEN

The existing unauthorised internally illuminated fascia signs are considered to be harmful to the character and appearance of the host building and wider Camden Town Conservation Area, and as such, enforcement action may be taken in relation to this should the unauthorised display of signage not be removed within 1 month of the date of this advertisement consent being granted.

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 22nd July 2019, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to www.camden.gov.uk and search for 'Members Briefing'.

Application ref: 2019/0278/A
Contact: Jennifer Walsh
Tel: 020 7974 3500
Date: 16 July 2019

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Insignia Signs
Unit 7
Albion Park
Albion Way
Leeds
LS12 2EJ

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted and Warning of Enforcement Action

Address:

Earl of Camden PH
55 Parkway
London
NW1 7PN

Proposal:

Display of 2 x halo illuminated lettering fascia signs, 1 x externally illuminated hanging sign and 3 x internally illuminated menu case. [Retrospective]

Drawing Nos: Site Location Plan 17 01 19CC Rev A page 4; Vintage Industrial Cage Bulkhead Wall Light Details; Existing Elevations Page 3 17 01 19CC Rev A; 17 01 19 CC Rev B 05 07 19dr;

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

Informative(s):

1 WARNING OF ENFORCEMENT ACTION

The existing unauthorised internally illuminated fascia signs are considered to be harmful to the character and appearance of the host building and wider Camden Town Conservation Area, and as such, enforcement action may be taken in relation to this should the unauthorised display of signage not be removed within 1 month of the date of this advertisement consent being granted.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned in the upper left corner of the page.

Daniel Pope
Chief Planning Officer

Application ref: 2019/0408/P
Contact: Jennifer Walsh
Tel: 020 7974 3500
Date: 16 July 2019

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Insignia Signs
Unit 7
Albion Park
Albion Way
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LS12 2EJ

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:

Earl of Camden PH
55 Parkway
London
NW1 7PN

DECISION

Proposal:

Installation of 6 x wall mounted lanterns on individual pilasters of Public House (Class A4).
[Retrospective]

Drawing Nos: Site Location Plan 17 01 19CC Rev A page 4; Vintage Industrial Cage Bulkhead Wall Light Details; Existing Elevations Page 3 17 01 19CC Rev A; 17 01 19 CC Rev B 05 07 19dr; Proposed elevations Page 2 17 01 19CC Rev A;

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans Site Location Plan 17 01 19CC Rev A page 4; Vintage Industrial Cage Bulkhead Wall Light Details; Existing Elevations Page 3 17 01 19CC Rev A; 17 01 19 CC Rev B 05 07 19dr; Proposed elevations Page 2 17 01 19CC Rev A;
Reason: For the avoidance of doubt and in the interest of proper planning.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Director of Regeneration and Planning

DRAFT

DECISION