

Delegated Report		Analysis sheet	Expiry Date:	14/08/2019
		N/A	Consultation Expiry Date:	n/a
Officer			Application Number(s)	
Matthew Dempsey			2019/3169/A	
Application Address			Drawing Numbers	
9-11 Jamestown Road London NW1 7BW			Site Location Plan, 121, 122, 123, 124, 102, 103.	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
Display of internally illuminated fascia sign.				
Recommendation(s):	Refuse Advertisement Consent.			
Application Type:	Advertisement Consent.			

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice			
Informatives:				
Consultations				
Adjoining Occupiers:	No. of responses	01	No. of objections	01
Summary of consultation responses:	<p>No site or press notice was displayed / published in accordance with the Council's Statement of Community Involvement for advertisement consent applications.</p> <p>1 objection was received from the freeholder of the building who stated that; they were not in favour of the advert, they did not give their consent for any fascia signage to be displayed on the building. They also stated that the advert had already been installed without advertising consent.</p> <p><i>Officer response: The Applicant/ agent was alerted to the freeholder's objection and advised that the application will be recommended for refusal, and they were further advised to remove the advert and withdraw the application. The applicant wished to proceed to receive a formal decision on their application, despite not having consent from the freeholder. Upon inspection at the site it was apparent that the design of the fascia sign installed does not match the fascia sign being applied for. Nevertheless; neither the proposed sign nor the installed sign are considered appropriate for the host building.</i></p>			
CAAC/Local groups* comments:	No responses from any local amenity groups.			

Site Description

The host property, known as the 'Glass Building', is a prominent, mixed height; maximum of five storey, building on Jamestown Road. It is not listed and not within any conservation area, however; the building is considered to be of architectural merit. The building has strong linear geometries and gentle curvatures breaking up the broad elevations adding to the character of the property. The building, as the name suggests, is mostly glazed with a greenish turquoise tinted appearance. Windows are framed with elegant and narrow metal glazing bars creating a pleasant rhythmic pattern across the curved and stepped facades.

Although outside of the conservation area boundary, the property is in close proximity to the Camden Town Conservation Area, additionally; it may be noted there is a Grade II listed building to the rear of the site, namely Arlington House. Furthermore; at either end of the host building along Jamestown Road there are locally listed public houses, namely; the Oxford Arms and Bar 55.

The business currently occupying the premises is a Wagamama's restaurant. There are two existing Wagamama's projecting signs displayed at fascia level which were granted consent in 2016 (see relevant history section). It may be noted that these signs are considered appropriate as they are discreetly positioned, and the narrow vertical design of these compliments the linear patterns expressed in the overall architecture of the host property. At the time of this decision, the case officer noted in their informative that; "They [the projecting signs] are small and discreet in relation to the building and are sympathetic in design and materials to the building, thus they take into account the character of the host building and surrounding area" (Decision notice 2016/3319/A).

Relevant History

2016/3319/A - Display of two internally illuminated projecting signs to shopfront. **Granted 25/07/2016.**

2018/6129/P - Installation of door to front elevation of ground floor restaurant unit (Use A3). **Granted 12/02/2019.**

2018/6133/A - Installation of new fascia band, and display of 1 x Internally illuminated fascia sign. **Withdrawn prior to decision.** *To Note: Prior to the withdrawal, the applicant was advised that the proposal would be recommended for refusal due to the harmful impact of the proposed advertising on the building. Advice was offered to suggest that fascia signage displayed at this building would not be considered appropriate, and that; the applicant should consider internal hanging signs or internally positioned totem style signage to promote the business operations without compromising the architectural integrity of the building.*

Additional note: As referred to within the 'Officer response' to the objection above; During the application decision making process in relation to the proposal under consideration, an internally illuminated fascia sign was installed without advertising consent. The sign displayed does not match that which is being applied for as the proposed plans provided show the lettering being more or less flush with the fascia board, however the sign which has been installed has illuminated lettering which projects significantly from the fascia board. The signage installed also has a small announcement displayed upon it suggesting it is a temporary sign, however; upon inspection, it would appear to be permanently installed (photographs are within the case file).

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

Adverts CPG (March 2018)

Amenity CPG (March 2018)

Design CPG (March 2019)

Assessment

1.0 Proposal

- 1.1 Advertisement consent is sought for the display of an internally illuminated fascia sign.
- 1.2 The proposed fascia sign measures; 1.175m x 3.335m x 0.15m.
- 1.3 Illumination is proposed to be provided by LEDs at 500 cd/m² and would be static.
- 1.4 The proposed fascia signage would be a black coloured fascia board with white lettering and a red star shaped motif.
- 1.5 The proposed materials would be metal and acrylic.

2.0 Assessment

- 2.1 The main planning considerations in relation to this application are as follows:
 - Design
 - Amenity of neighbouring residential occupiers
 - Public safety

3.0 Design

- 3.1 Policy D1 (Design) of the Camden Local Plan 2017 states that; Good design takes account of its surroundings and preserves what is distinctive and valued about the local area. Careful consideration of the characteristics of a site, features of local distinctiveness and the wider context is needed in order to achieve high quality development which integrates into its surroundings.
- 3.2 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. The Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building.'

3.3 The fascia sign as proposed is considered to cause harm to the architectural integrity of the building and is not appropriate in terms of design.

3.4 It is also noted that the proposed advertisement is positioned in such a way so that it does not blend with the existing architectural features of the building. There are strong linear details which are overlooked with the positioning of the proposed fascia sign. Furthermore; the dark colour proposed is considered to be inappropriate for the host building and this would highlight its prominence on the building.

3.5 The proposed signage is not considered high quality and it detracts from the special architectural features of the glass house.

3.6 It is further noted that the proposed signage would detract from the setting of the nearby Camden Town Conservation Area.

3.7 As stated within the Local Plan, the Council expect excellence in architecture and design, and it is considered that poorly designed signage would detract from well considered architecture in this case. The proposed signage is not considered to be complementary to the character of the host building and surrounding environment.

3.8 The proposed signage by reason of its siting, scale, design, material finish and illumination would result in undue harm to the visual amenity of the area and cannot be considered acceptable on this basis.

4.0 Amenity of neighbouring residential occupiers:

4.1 Policy A1 (Managing the impact of development) seeks to protect the amenity of Camden's residents by ensuring the impact of development is fully considered and by only granting permission or consent for development or alterations that would not harm the amenity of communities, occupiers and neighbouring residents.

4.2 Although the proposed illumination levels of the fascia sign (500 cd/m²), in proximity to residential occupiers in the opposite building is of some concern, the proposals are not considered to cause undue harm to neighbouring amenity in this location.

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 proposed advertisements are not considered to be harmful to either pedestrian or vehicular traffic, therefore; in terms of public safety, the proposal is considered acceptable.

6.0 Recommendation:

6.1 Refuse advertisement consent