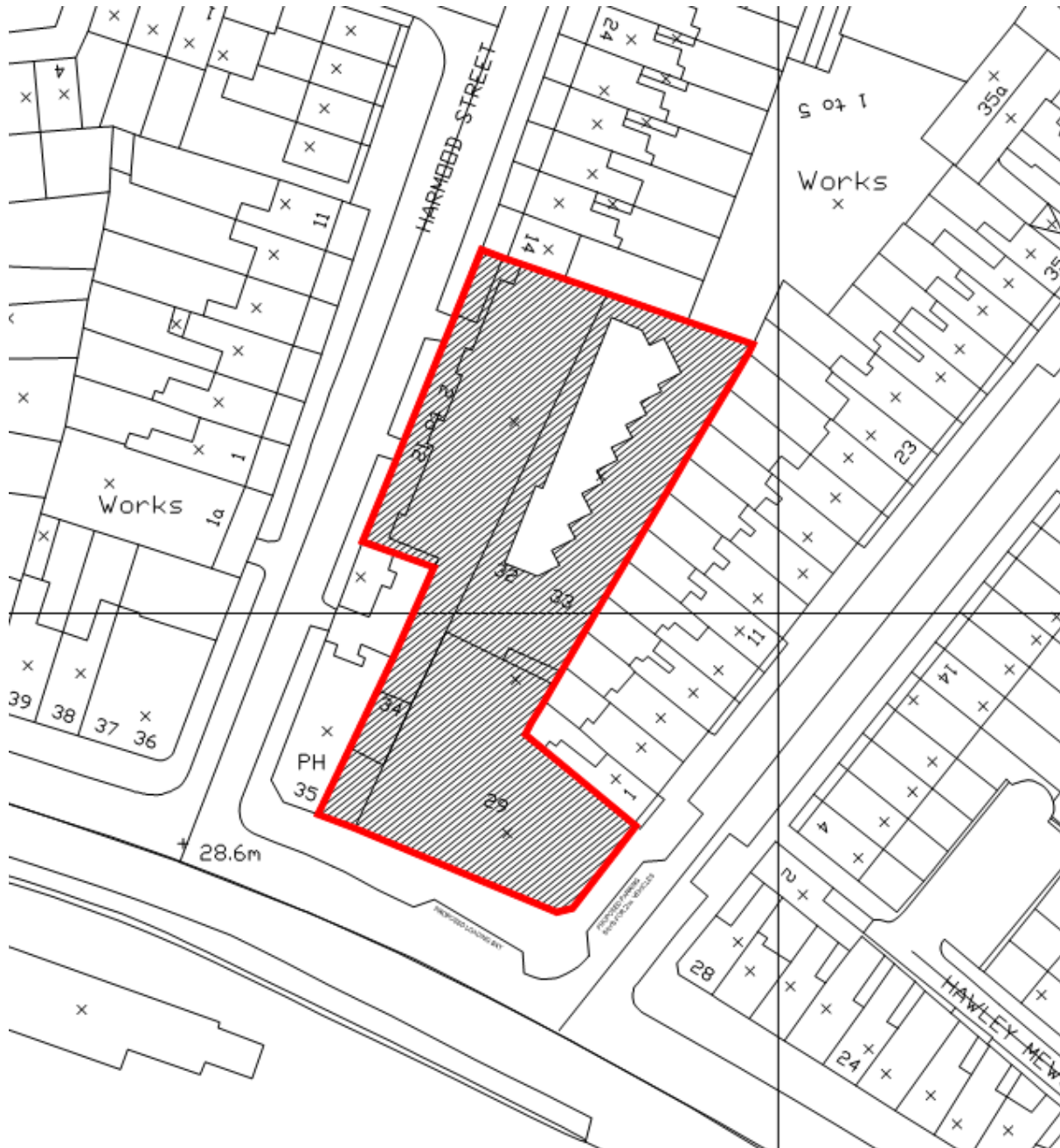


Site at 29-31 & 34 Chalk Farm Road London NW1 8AJ

Ref. 2020/2784/A



Photograph 1 (below): Facing the main entrance of the site and location of Sign A



Photograph 2 (below): Facing the corner apex adjacent to the Junction of Chalk Farm Road and Hartland Road where the location is for Sign B.



Delegated Report (Members Briefing)		Analysis sheet		Expiry Date:	17/08/2020
		N/A / attached		Consultation Expiry Date:	N/A
Officer			Application Number(s)		
Raymond Yeung			2020/2784/A		
Application Address			Drawing Numbers		
Site at 29-31 & 34 Chalk Farm Road London NW1 8AJ			Refer to Draft Decision Notice		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		
Proposal(s)					
Installation of 1 illuminated sign at the ground floor main entrance facing Chalk Farm Road, and 1 non-illuminated sign on the east-facing corner at first and second floors fronting junction at Chalk Farm Road and Hartland Road.					
Recommendation(s):		Grant Advertisement Consent			
Application Type:		Advertisement Consent			

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice				
Informatives:					
Consultations					
Adjoining Occupiers:	No. of responses	09	No. of objections	09	
Summary of consultation responses:	<p>Five neighbouring objections have been received from residents of Harmood Street, Clarence Way and Hartland Road.</p> <p>Comments in summary:</p> <ul style="list-style-type: none"><i>Sign above entrance facing Harmood Street is an eyesore and competes with pub next door</i><i>This is a listed building and in a residential and conservation area, such signs are out-of-keeping</i><i>The signs would be an eyesore and would be totally out of keeping and damage the cohesive early Victorian identity</i><i>Object to the Stay Club’s illuminated sign facing Hartland Road as it would be intrusive</i> <p>Officer’s response: Please see from paragraph 2 ‘Assessment’ in main body of report (below).</p>				
CAAC/Local groups comments:	<p>Harmood, Clarence, Hartland Residents Association</p> <ul style="list-style-type: none"><i>We note that an earlier application for non-illuminated signs was successful despite this qualification, Consent was nevertheless given on the grounds that the location of the application site made it acceptable. Units A&B are on Chalk Farm Road. They do not add to the attractiveness of the Stay Club and Unit A does impinge on the more traditional Lock Tavern architecture. Residents’ main problem lies with Unit C, which is located as much on Hartland Road as on Chalk Farm Road. It is totally out of keeping with the early Victorian cottage-style houses in this residential street and, as the officer noted, it appears “visually obtrusive and unattractive”. Residents have no influence over the street art that has spread from Chalk Farm Road, but we ask you please to reject this further intrusion into Hartland Road, which is totally out of keeping with the street’s appearance. It would also shine unwanted artificial light into this residential street.</i><i>I am writing to object to planning permission for the above premises. I live in one of the residential roads off Chalk Farm Road, close to the Stay Club. Not only is this a residential area but it is a conservation area which protects the lovely early Victorian houses.</i><i>I consider the proposed illuminated signs to be completely out of keeping with area. They are extremely tawdry and unattractive, and more suited to Soho than this area. We have seen the gradual changes to the businesses in the Chalk Farm Road over the years.</i>				

These have often affected residents in negative ways. It is important that we protect the residents by preventing these unpleasant and unnecessary changes.

CCA Group

- *Illuminated signs are not in keeping with the Victorian architecture of the nearby streets or of the high street.*

Cllr Alison Kelly for Haverstock Ward on behalf of other councillors Cllrs Abdul Quadir and Gail McAnena aswell.

- *The illuminated signs proposed for the Stay Club seem to me to be wholly out of keeping with the neighbourhood.*
- *Hartland Road and Harmood Street are residential streets of small early Victorian houses. Increasingly in the past few years residents have found their streets invaded by commercial interests from Chalk Farm Road.*
- *The proposed “climbing” sign on the corner of Hartland Road (C) is particularly intrusive and out of keeping. The fact that the signs are illuminated is especially worrying.*
- *Proposals A & B are on Chalk Farm Road itself and are a lesser problem but, as you are aware, Harmood Street is a Conservation Area. As such, people should be able to expect nearby buildings to be in keeping with its Conservation status.*

Officer’s response: Please see from paragraph 2 ‘Assessment’ below.

Site Description

The host property is a 4 storey modern building, housing the 'Stay Club' Student Accommodation (Sui Generis) at upper levels for other town centre uses below. It predominantly fronts onto Chalk Farm Road and with secondary side elevations facing Harmood Street and Hartland Road which are primarily residential streets.

The property is not a listed building nor is it within the conservation area.

The building does however face the Grade II Camden Stables Market which also forms the boundary of Regent's Park Conservation area. The host building adjoins the locally listed Victorian terrace on Hartland Road.

Relevant History

The host property has a detailed planning and enforcement history. The below are the most relevant applications relating to adverts:

2015/0087/A - Display of 1 x non-illuminated lettering sign along the left hand side of the gated elevation fronting Chalk Farm Road and 1 x non-illuminated lettering and climbing silhouettes at first and second floor level of the apex elevation of Chalk Farm Road and Hartland Road. – **Granted 17/03/2015**

2017/3215/A - Display of an internally illuminated fascia sign, an internally illuminated projecting sign and an internally illuminated menu board. – **Granted 15/08/2017**

Relevant policies

National Planning Policy Framework 2019

The London Plan 2016

The New London Plan - Intend to Publish Version 2019

London Borough of Camden Local Plan 2017

A1 - Amenity

D1 - Design

D2 - Heritage

D4 - Advertisements

Camden Planning Guidance 2018 (as amended)

CPG – Advertisement

CPG – Amenity

CPG1 – Design

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

Assessment

1. Proposal

1.1 Installation of an illuminated sign at the ground floor main entrance facing Chalk Farm Road 'Sign A', and a non-illuminated sign on the east-facing corner at first and second floors fronting the junction at Chalk Farm Road and Hartland Road 'Sign B'. This is part of a rebranding of 'The Stay Club', which provides student accommodation.

1.2 Revised drawings were submitted to remove the illuminated sign above the entrance illuminated large 'Stay Club', and to remove illumination at 'Sign B', therefore reducing the proposal from 3 x illuminated signs to 1 x illuminated and 1 x non-illuminated.

1.3 'Sign' A is a metal corten boxing lit internally with lettering cut onto the front plate to the side of the ground floor main front entrance.

1.3 'Sign B' is on the corner apex on the junction between Chalk Farm Road and Hartland Road, measuring approximately 4.5m tall and 2.2m wide. It would have metal corten lettering and figures of two people.

2. Assessment

2.1 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.

2.2 The principal considerations material to the determination of the application are:

- a. Visual amenity – the design and impact of the proposal on the property and wider streetscene; and on neighbouring amenity (in so far as the Town and Country Planning (Control of Advertisements) Regulations 2007 allow consideration in this regard); and
- b. Transport and public safety – the impact of the proposal on highway, pedestrian and cyclist's safety.

3. Visual amenity

3.1 Local Plan Policy D1 (Design) establishes that 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 in Camden, which integrates into its surroundings. Policy D2 sets out how the Council will preserve and, where appropriate, enhance Camden's rich and diverse heritage assets and their settings, including conservation areas and listed buildings.

3.2 Policy D4 (Advertisements) confirms that the Council will support advertisements that preserve or enhance the character and amenity of conservation areas and heritage assets, but will resist advertisements that contribute to an unsightly proliferation of signage in the area, to street clutter in the public realm, or which cause light pollution to nearby residential properties. It states:

"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. Interesting and unique styles of advertisements and signs will be considered acceptable where they are compatible with the host buildings and surrounding environment. The Council will resist advertisements where they contribute to or constitute clutter or an unsightly proliferation of signage in the area."
(Paragraph 7.82 – policy D4).

3.3 In this instance, Sign B is above 'fascia level', the Council would not normally grant advert consent to an advertisement at first and second floor level. Camden Planning Guidance CPG1 (Design) clearly states that in general adverts would only be acceptable at fascia level or below because advertisements above fascia level can appear visually obtrusive and unattractive.

3.4 However, proposals need to be assessed on individual merit. In this case, due to the location of the application site, in close proximity of the upper part of Camden High Street where unusual and artistic signs are displayed above fascia level and the designation of the application site as a cut off point for any future signage of this nature on the upper part of Chalk Farm Road, with the submission of revised plans to remove the sign above the main entrance and to remove the illumination off Sign B, the proposed signage are considered acceptable for reasons elaborated below.

3.5 A previously approved advertisement consent 2015/0087/A granted in 2015, was # for signs very similar to this application, and there appears to be no material changes in circumstances since the 2015 consent. It must be noted that the approval is not to set any precedent for similar advertisements above fascia level on Chalk Farm Road and/or elsewhere in the borough.

Figure 1 – 2015/0087/A – Approved Sign A

Proposed Sign A

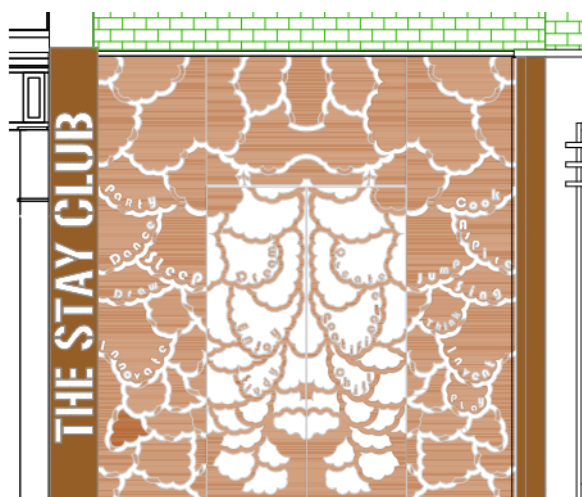
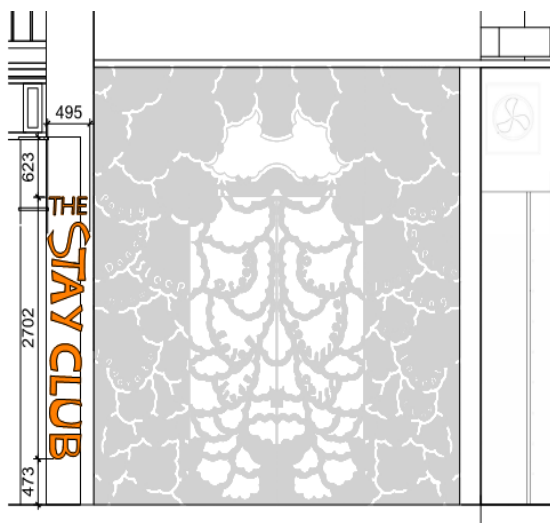


Figure 2 – 2015/0087/A – Approved Sign B

Proposed Sign B

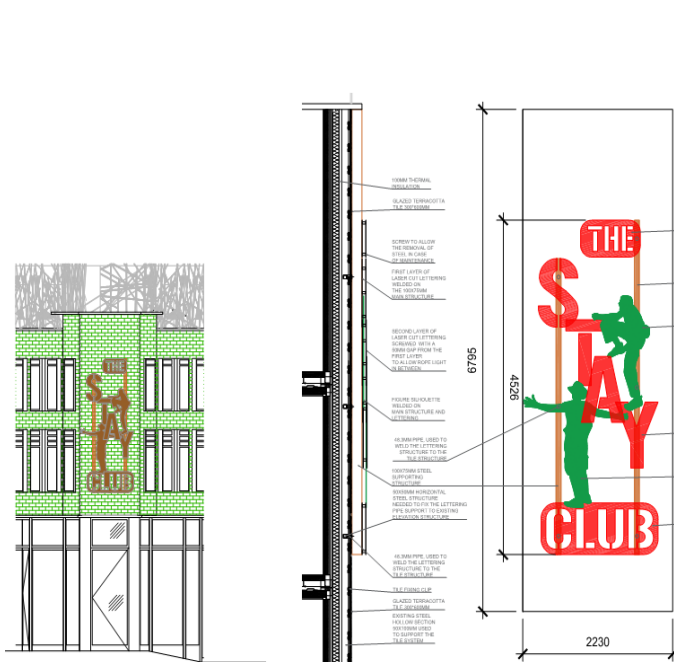
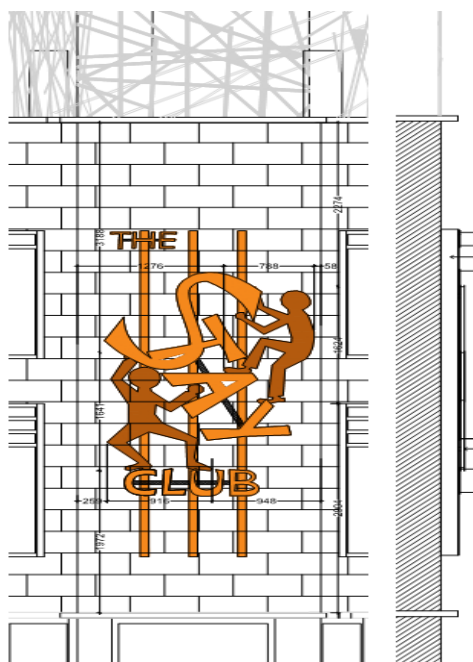


Figure 3: Proposed Sign A and Sign B



PHOTOREALISTIC IMAGE SIGN A & B - DAY TIME VIEW



PHOTOREALISTIC IMAGE CORNER SIGN C - DAY TIME VIEW

3.6 Furthermore, the restaurant next to the main entrance Sign A has been granted advertisement consent under ref no: 2017/3215/A in 2017 for the 'Display of an internally illuminated fascia sign, an internally illuminated projecting sign and an internally illuminated menu board', this shows the principle of illuminated signs at ground level is acceptable, as shown below;



3.7 Following concerns from residents and officer, the application was revised to remove the large Stay Club illuminated sign above the entrance and the illumination from Sign B. It must also be reiterated that the 2015 consent has been approved for similar signs as shown above and material circumstances on-site have not changed.

3.8 Objectors have stated that the signs are within the conservation area and a listed building, this is not the case. However the adjoining Victorian terrace on Hartland Road is locally listed and the site lies opposite the listed stables.

3.9 Objections have also been raised that the signs are out of keeping with the Victorian houses. The proposed signs would not be adjacent or adjoining any Victorian Houses, they would face towards Chalk Farm Road which is a busy classified A road which adjoins Camden High Street and the bustling Camden Stables Market.

3.10 Proposed Sign B on the corner is not considered to have a detrimental visual effect on the Victorian terrace due to its distance and given it faces Chalk Farm Road and not towards the houses. The sign would align well with the first and second floor windows of the property with stencilled artwork; furthermore, a similar sign was approved in 2015 and with revisions to remove its

illumination.

3.11 For the internally low-illuminated Sign A, light would be shown through letter stencils and are considered to be subtle in amongst an area which is already well lit adjacent to the pub, restaurant and zebra crossing lights.

3.12 With the above taken into consideration and within close proximity of the upper part of Camden High Street where unusual and artistic non-illuminated or externally illuminated signs are displayed above fascia level. The proposed signage is considered appropriate in terms of size, design and location and would not impact unacceptable on visual amenity nor would it be harmful to either pedestrian or vehicular safety.

4. Transport and public safety

4.1 Policy D4 of the Local Plan states that advertisements will not be considered acceptable where they impact adversely upon public safety, including where they distract road users because of their unusual nature. CPG (Transport) also seeks to ensure that there isn't an adverse impact on the highway network, the public footway and crossover points.

4.2 The size, angle and direction of the proposed advertisements are not considered to be harmful to pedestrian nor vehicular traffic, and would be unlikely introduce any undue distraction or hazard in public safety terms.

4.3 The proposals therefore raise no public safety concerns.

5. Recommendation

5.1 It is therefore recommended that advertisement consent be granted subject to the standard advertisement conditions.

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 27th July 2020, 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: 2020/2784/A
Contact: Raymond Yeung
Tel: 020 7974 4546
Email: Raymond.Yeung@camden.gov.uk
Date: 16 July 2020

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

Contemporary Design Solutions
46 Great Marlborough Street
LONDON
W1F 7JW

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
Site at 29-31 & 34 Chalk Farm Road
London
NW1 8AJ

DECISION

Proposal: Installation of 1 illuminated sign at the ground floor main entrance facing Chalk Farm Road, and 1 non-illuminated sign on the east-facing corner at first and second floor level fronting junction at Chalk Farm Road and Hartland Road.

Drawing Nos: A(GA)400A, A(SO)001, A(21)501A, A(21)500A, A(21)502..

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 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 2 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website at <https://beta.camden.gov.uk/documents/20142/1269042/Camden+Minimum+Requirements+%281%29.pdf/bb2cd0a2-88b1-aa6d-61f9-525ca0f71319> or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

- 3 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team London Borough of Camden 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444) . Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.

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

Director of Economy, Regeneration and Investment

DECISION