

KS/TB/P19-2998

20th October 2020

Planning and Building Control
London Borough of Camden
2nd Floor
5 Pancras Square
c/o Town Hall
Judd Street
London
WC1H 9JE

Dear Sir/Madam,

Town and Country Planning Act 1990 (as amended)
The Town and Country Planning (Control of Advertisements) (England)
Regulations 2007 (as amended)
Application for Advertisement Consent
86 Chalk Farm Road, London, NW1 8AR
Planning Portal Ref: PP-08786268

Pegasus Group have been instructed on behalf of Spoke Properties Ltd ('the Applicant') to submit an application for advertisement consent at 86 Chalk Farm Road, London, NW1 8AR:

*"Installation and display of 1no. internally illuminated fascia sign and
2no. internally illuminated projecting signs."*

Accordingly, the following documents have been submitted via the Planning Portal (PP-08786268):

1. Planning Application Form;
2. A copy of the following architectural drawings:
 - a. Site Location Plan (drawing no. PL-000);
 - b. Site Block Plan (drawing no. PL-001);
 - c. Existing Floor Plan (drawing no. PL-100);
 - d. Proposed Floor Plan (drawing no. PL-101 Rev 2);
 - e. Existing Exterior Elevation (drawing no. PL-200 Rev 1);
 - f. Proposed Exterior Elevation (drawing no. PL-201 Rev 4);
 - g. Proposed Signage Details (drawing no. PL-210 Rev 3);
3. Planning Assessment (included within this letter);
4. Heritage Assessment (included within this letter); and
5. Photographs (included within this letter).

The application fee of £132.00 will be submitted to the Council under separate cover.

Pegasus Group

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 **DESIGN** **ENVIRONMENT** **PLANNING** **ECONOMICS** **HERITAGE**

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Site Description

The application site ('the site') comprises a vacant retail unit at 86 Chalk Farm Road, located within the Primary (North) Frontage of Camden Town Centre.

The site is set across ground floor level of a wider four storey building, with residential units set above at the upper levels. The unit fronts directly onto Chalk Farm Road and features a wide expanse of glazing across the entirety of its frontage, as shown in Figure 1 below. The site is currently vacant, having been formerly occupied by Evans Cycles.



Figure 1: Application Site at 86 Chalk Farm Road

The application site is not located within a Conservation Area nor is the building statutorily or locally listed.

According to the Environment Agency's Flood Map, the site lies wholly within Flood Zone 1, which indicates a 'low' probability of flooding.

Planning History

A search of the Council's online planning records has revealed numerous applications on the site. The following applications are of relevance to the proposal:

Application Site (86 Chalk Farm Road)

2006/3669/P | Mixed use redevelopment of former petrol station to provide a part single/part 2/part 4 storey building comprising ground floor retail or professional services or office use (Class A1/A2/B1); 13 residential units on first, second and third floors above (comprising 7 x one bedroom; 4 x two bedroom); 2 x three bedroom units); plus 3 x three bed mews house to the rear together with a single storey car port for three vehicles/storage building for use ancillary to the houses – Granted 05/01/2007.

2008/0333/P | Application for Certificate of Lawfulness for proposed development for minor alterations to planning permission 2006/3669/P including reconfiguration of entrance, lobby, and ancillary facilities at ground floor with associated changes to elevations – Granted 08/04/2009.

2020/1135/P | Alterations to shopfront, including; reconfiguration of windows and doors with installation of louvres, and fascia panels – Granted 15/07/2020.

76 Chalk Farm Road

2012/0092/A | Display of two illuminated fascia signs, one illuminated hanging sign and other various non-illuminated shop frontage signage – Granted 15/03/2012.

89 Chalk Farm Road

2020/1058/A | Display of 2 x internally illuminated fascia signs and 1 x internally illuminated projecting sign – Granted 07/05/2020.

Proposed Development

This application seeks advertisement consent in order to facilitate occupation of the vacant retail unit. Specifically, the application seeks advertisement consent for the installation and display of the following advertisements:

- 1no. internally illuminated fascia sign; and
- 2no. internally illuminated projecting signs

The signage scheme will also incorporate vinyl graphics applied to the internal face of the glazing to the shopfront, together with 2no. digital screens set behind the glazing. Given these signs are internally sited within the building, they benefit from deemed consent under Class 12, Part 1 of Schedule 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended), and therefore express consent is not required. However they are shown on the proposed elevation drawing for completeness.

Planning Policy

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the Development Plan unless material considerations indicate otherwise. In regard to this application, the Development Plan comprises the Camden Local Plan (July 2017) and the Site Allocations Plan (September 2013).

Other material considerations that are relevant to the application proposals include the National Planning Policy Framework (NPPF) (February 2019), the London Plan (March 2016), and relevant supplementary planning guidance including the Camden Planning Guidance on Adverts (March 2018) and Camden Planning Guidance on Design (March 2019).

The Council's Policies Map (2017) identifies the site as falling within the Primary (North) Frontage within the Camden Town Centre.

Camden Local Plan (July 2017)

Policy D1 (Design) states that the Council will seek to secure high quality design in development. The Council will require that development respects local context and character, comprises details and materials that are of high quality and complement the local character, integrates well with the surrounding streets and contributes positively to the street frontage, and carefully integrates building services equipment. The Council will resist development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.

Policy D4 (Advertisements) requires advertisements to preserve or enhance the character of their setting and host building, respecting the form, fabric, design and scale of their setting and host building and be of the highest quality standard of design, material, and detail. Advertisements will be supported where they preserve the character and amenity of the area; and preserve or enhance heritage assets and conservation areas.

The Council will resist advertisements that:

- i) Contribute to an unsightly proliferation of signage in the area;
- ii) Contribute to street clutter in the public realm;
- iii) Cause light pollution to nearby residential properties or wildlife habitats;
- iv) Have flashing illuminated elements;
- v) Impact upon public safety; or
- vi) Are located above fascia level or ground floor level (except in exceptional circumstances).

Policy A1 (Managing the Impact of Development) states that the Council will seek to protect the quality of life of occupiers and neighbours. The Council will seek to ensure that the amenity of communities, occupiers and neighbours is protected.

Camden Planning Guidance: Advertisements (March 2018)

This document provides guidance on advertisements to support Policy D4. Detailed guidance is provided in relation to the design, siting and illumination of signage, including fascia and projecting signs.

In respect of illumination, it states applicants should ensure that an advertisement does not become unduly dominant in the street scene, disturb adjoining residents at night, or cause safety hazards to drivers. In respect of internal illumination, the illumination of individual letters, rather than the whole fascia or projecting sign, will be more appropriate.

Camden Planning Guidance: Design (March 2019)

This document covers a range of topics in relation to design, including advertisements. Generally, the internal illumination of individual letters, rather than the whole fascia or projecting sign on a shopfront, will be more appropriate.

Signs should relate well to the character, scale and architectural features of the building and respect their local context. Properties should only have one main fascia sign and one ancillary projecting or hanging sign per street frontage, although two projecting signs may be appropriate in cases of large shopfronts stretching across two or more shop units.

In respect of fascia signs, Lettering on fascia signs should be proportionate to the scale of the shopfront and should not obscure existing architectural features. Projecting signs should normally be level with the fascia rather than below or above it.

Planning Assessment

This application seeks advertisement consent in order to facilitate the occupation of this currently vacant retail unit at 86 Chalk Farm Road, London. Specifically, the proposal seeks advertisement consent for the installation and display of 1no. internally illuminated fascia sign and 2no. internally illuminated projecting signs to be located on the front elevation.

The proposed signage scheme has been designed to be of a high quality appearance which will respect the character and appearance of the host building and surrounding area, in accordance with Policies D1 and D4 of the Camden Local Plan (2017) and Camden's Planning Guidance.

The site is located within the Primary (North) Frontage within the Camden Town Centre. Careful consideration has been given to the scale, siting and detailed design of the proposed advertisements, to ensure that the proposal will respect the character and appearance of the host building and the surrounding commercial area.

The 1no. fascia and 2no. projecting signs will be dispersed along the shopfront, with the fascia sign sited above the main entrance to enhance legibility for customers, and the projecting signs at either end. The site benefits from a generous wide frontage along Chalk Farm Road, and as such the number of proposed signs is considered an appropriate amount. Whilst typically only one projecting sign is recommended per shopfront, the Camden Planning Guidance: Design (2019) states that *"two projecting signs may be appropriate in cases of large shopfronts stretching across two or more shop units."* Given the extensive width of the shopfront and the proposed dispersed siting of the signage, the number of signs is considered appropriate in this context and will not result in any undue visual clutter in accordance with Policy D4.

The scale of the proposed signage will be in keeping with the scale of other signage within the local area and is considered appropriate, particularly in the context of the wider four storey building of which this site forms part of. The proposed fascia sign and projecting signs are all located at ground floor fascia level and do not obscure any architectural features in accordance with the Council's guidance.

The proposed signs will incorporate high quality materials which will respect the appearance of the host building. With regard to the method of illumination, the proposed fascia sign and projecting will comprise internally illuminated individual letters which are considered in keeping with the commercial character of the surrounding Camden Town Centre, within which the site is located.

The principle of internally illuminated signage within the Primary (North) Frontage of

Camden Town Centre is well established, including the Sainsburys at nos. 76-77 Chalk Farm Road, which was granted advertisement consent for 2no. internally illuminated fascia signs and 1no. internally illuminated projecting sign in 2012 under application ref. 2012/0092/A. More recently, no.89 Chalk Farm Road was granted advertisement consent ref. 2020/1058/A in May 2020 for 2no. internally illuminated fascia signs and 1no. internally illuminated projecting sign. It is therefore clear that the principle of internally illuminated signage has been considered acceptable within the surrounding area and should be similarly considered acceptable in this instance.

Notwithstanding this, the proposed illumination of the fascia sign and projecting signs will be relatively minimal and discreet owing to the modest size and siting of the signs. Furthermore, the illumination will be limited to the lettering only, in order to further minimise the visual impact. The proposal will therefore ensure a discreet level of illumination which will not result in any light pollution or adverse impact on surrounding amenity or public safety, in accordance with Policies A1 and D4 of the Camden Local Plan.

In summary, the proposed signage has been carefully designed in order to ensure that there will be no adverse impact on visual amenity or public safety, whilst also respecting the character and appearance of both the host building and the wider surrounding area. The proposed advertisement therefore will accord with Policies D1, D4, and A1 of the Camden Local Plan as well as the NPPF and Camden's Planning Guidance.

Conclusion

This proposed development comprises of the installation and display of a high quality signage scheme which will facilitate the occupation of this vacant retail unit and will be compliant with both national and local planning policy.

The proposed signage scheme has been carefully designed in order to ensure that there will be no adverse impact on visual amenity or public safety, whilst respecting the character and appearance of both the host building and the wider streetscene. The proposed level of signage is considered appropriate on this wide frontage, and the detailed design will be in keeping with the commercial character of Camden Town Centre. The proposed illumination will be relatively minimal and discreet, limited to the individual lettering only.

On the basis of the above, the proposed advertisements will accord with the requirements of the National Planning Policy, the London Plan, the Camden Local Plan, as well as the Camden Planning Guidance documents relating to design and advertisements.

I trust that the above and enclosed is sufficient to allow the validation of this application. If you require any additional information, please do not hesitate to contact me or my colleague Thomas Beard (Thomas.Beard@pegasusgroup.co.uk).

Yours faithfully,



Kate Simpson

Associate

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