

Delegated Report		Analysis sheet		Expiry Date:	26/01/2021
		N/A		Consultation Expiry Date:	04/02/2021
Officer			Application Number(s)		
Adam Greenhalgh			2020/5605/A		
Application Address			Drawing Numbers		
Founders House, Unit 1 180 Kentish Town Road London NW5 2AE			See decision notice		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		
Proposal(s)					
Various signs on restaurant on ground floor: 2 x fascia signs with illuminated lettering, 1 x illuminated logo, neon lettering above door, 2 menu cases, 2 lanterns and 7 uplights, 2 chalkboards, 7 window frosted vinyls, 1 projecting sign on Kentish Town Road elevation and 1 A-board on pavement					
Recommendation(s):		Refuse advertisement consent			
Application Type:		Advertisement consent			
Conditions or Reasons for Refusal:		Refer to Decision Notice			
Informatives:					
Consultations					
Adjoining Occupiers:		No. of responses	3	No. of objections	1
Summary of consultation/ responses:		<u>One objection (unaddressed):</u> Objections relate to visual clutter, inappropriate siting, prominence and degree of illumination. Pavement too narrow for awning <u>Two part support/part objections (from local residents):</u> Support given for signs on the building which would enliven the building; objections raised to signs on pavement which would clutter and obstruct the highway			
CAAC/Local groups comments:		<u>Kentish Town Road Action:</u> Object to siting, appearance and illumination of projecting sign Object to proposed free-standing A-board on grounds of loss of highway safety			

Kentish Town Neighbourhood Forum:

Object to number and appearance of signs; and effects on amenity of occupiers for first floor accommodation. Object on grounds that some of the signs have already been installed

Bartholomew Estate and Kentish Town Conservation Area Advisory committee:

Object to neon signs, A-board on pavement and chalkboards either side of door on grounds of harm to the character and appearance of the Conservation Area, clutter and loss of highway safety.

Site Description

The application relates to the ground floor unit of a part four/part five storey period building on the corner of Kentish Town Road with Patshull Road. Planning permission for the change of use of the ground floor and basement from a pub to a restaurant was granted under reference 2015/6246/P.

The Council's Licensing Committee granted permission for the use of the ground floor of the premises as a restaurant with alcohol sales to be known as Smoky Corner Grill House in November 2020.

It is not in a Conservation Area but it is a locally listed building. It is in Kentish Town Town Centre.

Relevant History

2015/5245/P (10/12/2015) - Change of use of ground and basement floors from use class A4 (drinking establishment) to use class A3 (restaurant) - granted

Relevant policies

National Planning Policy Framework (2019) paras: 38, 193, 196, 197, & 201

The London Plan 2016 (policy 7.4) **consolidated with alterations since 2011**
Publication version - London Plan 2020 (policy HC1)

Camden Local Plan 2017
Policy D4 Advertisements

Kentish Town Neighbourhood Plan (2016)

Policy D3 Design principles

Camden Planning Guidance
CPG Design (2021)
CPG Adverts (2018)

1.0 PROPOSAL

1.1 Advertisement consent is sought for the installation and display of the following signage/illumination:

- 2 x fascia signs with illuminated lettering – these would extend across both elevations (Kentish Town Road and Patshull Road) and they would be of timber - the lettering would be vinyl and individually illuminated
- 1 x illuminated logo above door - this would be of timber but is shown as being fully illuminated.
- 2 menu cases – these would be on either side of the entrance door and they would be illuminated.
- 2 lanterns and 7 uplights – these would be to either side of the door and to the sides of the 7 windows
- 2 chalkboards – these would stand on the pavement either side of the door, fixed to the building by the chains
- 7 window frosted vinyls – lettering and image on each of the 7 windows
- 1 projecting sign on Kentish Town Road elevation – a projecting sign with illuminated lettering at first floor level
- 1 A-board on pavement on the corner (between Kentish Town road and Patshull Road)

2.1 ASSESSMENT

The material considerations in this case are assessed as follows:

- Amenity
- Safety

2.2 Amenity

2.2.3 Policy D4 requires advertisements to preserve or enhance the character and appearance of their setting and host building. 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. The Council will resist advertisements that:

- contribute to an unsightly proliferation of signage in the area;
- contribute to street clutter in the public realm;
- cause light pollution to nearby residential properties or wildlife habitats;
- have flashing illuminated elements; or
- impact upon public safety

2.2.4 Policy D3 (Design Principles) of the Kentish Town Neighbourhood Plan requires new development/alterations to be well integrated into its surroundings, to reinforce and enhance local character and to draw upon key aspects of character and design cues from the surrounding area. The policy also requires proposals to enhance accessibility by taking into account barriers experienced by different users.

2.2.5 The proposed signage and illumination would be contrary to the above policies and would result in a loss of amenity for a number of reasons. The number and the appearance of the signs and the type of illumination, taken as a whole, is inappropriate to and harmful to the architectural and historic character of the locally listed building. Such a quantity and style of modern, internally illuminated signs and associated elevation lighting is not in keeping with the character and appearance of the locally listed building. The number and style of the signs and associated lighting is also inappropriate and harmful to the appearance of the streetscene. Other commercial uses on the ground floor of other properties in the town centre do not have such a proliferation of internally illuminated signs and associated lighting.

Consequently the proposal detracts from the visual amenity of the site and the streetscene.

2.2.6 Considering the proposed signs individually, the illuminated projecting sign at first floor level would be harmful to the visual and residential amenity of the site. The projecting sign, by way of its size, siting (at first floor level) and internal illumination would be visually intrusive and harmful to the character and appearance of the streetscene. Policy D4 specifically notes that the Council will resist advertisements on shopfronts that are above fascia level or ground floor level, except in exceptional circumstances. There are no circumstances that would warrant the visual harm caused in this instance. Furthermore, the illumination at night would result in unacceptable light pollution for the residential occupiers on the first floor, causing harm to their amenity.

2.2.7 The installation of signs (chalkboards and an A-board) on the highway would result in visual clutter detrimental to the appearance of the streetscene (this is in addition to the harm to public safety - see below).

2.2.8 The timber fascia sign, with its lettering and logos, would be of an appropriate size, siting and design, but the proposed internal illumination of the lettering, logo and the neon sign above the door would be incongruous and harmful to the architectural and historic character of the locally listed building and the visual amenity of the streetscene. Policy D4 states that advertisements should not become unduly prominent in the streetscene, or cause light pollution that disturbs residents at night. The type and appearance of illuminated signs should be sympathetic to the design of the building on which it is located, and the method of illumination should be determined by the design of the building. In this instance, the application site is a locally listed building, and the proposed internal illumination would be out of character and inappropriate on this historic shopfront, harmful to the appearance of the building.

2.3 Public Safety

2.3.1 There are no objections to the signs or illumination on the building in terms of impact on public safety as these would not obstruct or impede users of the highway or the building. However, the proposed A-board and the free standing chalk boards would constitute unnecessary structures on the pavement which would impair the safety of pedestrians. Policy D4 of the Local Plan states that the Council aims to reduce visual street clutter, reducing the number of objects on the street, rationalising their location and limiting the palette of materials. Free standing signs will not normally be accepted where they contribute to visual and physical clutter and create a hindrance to movement along the pavement or pedestrian footway (paragraph 7.84). The proposed signs would therefore be contrary to Local Plan policy D4 and policy D3 (Design Principles) of the Kentish Town Neighbourhood Plan 2016.

3.0 Recommendation

3.1 Refuse advertisement consent for the following reasons:

- The proposed hanging sign, by reason of its large size, location at first floor level and internal illumination would be overly prominent and detrimental to the architectural and historic character of the locally listed building, harmful to the appearance of the streetscene and harmful to the residential amenity of occupiers of the building. It would therefore be contrary to policy D4 (Advertisements) of the Camden Local Plan 2017 and policy D3 (Design Principles) of the Kentish Town Neighbourhood Plan 2016.
- The proposed fascia signs and logo, and neon lettering above the door, by reason of their internal illumination, would be harmful to the architectural and historic character of the locally listed building and the visual amenity of the streetscene. They would therefore be contrary to policy D4 (Advertisements) of the Camden Local Plan 2017 and policy D3 (Design Principles) of the Kentish Town Neighbourhood Plan 2016.

- The proposed chalkboards and A-board, due to their siting on the pavement, would be prejudicial to highway safety and result in unnecessary street clutter and harm to visual amenity, contrary to policy D4 (Advertisements) of the Camden Local Plan 2017.