

Delegated Report

Expiry Date:

11/09/2013

Officer

Carlos Martin

Application Number(s)

2012/5351/A

Application Address

21 Camden High Street
London
NW1 7JE

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Retention of projecting pharmacy cross sign with digital display to the ground floor front elevation of shop (Class A1)

Consultations

Summary of consultation responses:

n/a

Site Description

The property is located on the West side of Camden High Street, north of Mornington Crescent tube station. The ground floor property is used as a pharmacy and the upper three floors are in Use Class C3 (residential) use. The property is not listed but is in the Camden Town Conservation Area. There are numerous styles of shop-front on this terrace and in the surrounding area.

Relevant History

EN12/0615: Enforcement investigation re fully digital projecting box sign to pharmacy. Case withdrawn 06/02/2013.

2007/2697/P: Retention of existing shop front and installation of new external aluminium open grill security roller shutter. Granted, 16/10/2007

Relevant policies

LDF Core Strategy and Development Policies 2010

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP25 – Conserving Camden's Heritage

DP26 – Managing the impact of development on occupiers and neighbours

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

Camden Planning Guidance 2011 (as amended)

Camden Town conservation area appraisal and management strategy 2007

Assessment

Proposal

The application relates to an internally illuminated projecting pharmacy sign. This type of signs do not normally require consent, but in this case the illumination is non-static and therefore consent is required.

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.

Amenity

The sign does not obscure any architectural features of the building and is considered acceptable in terms of proportions and design. It is not considered that the sign would be unduly obtrusive in the street scene or disturb residents or occupiers. The proposed illumination is considered acceptable given that the premises are a pharmacy and the lights are not flashing.

Public Safety

The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

Recommendation:

The proposed advert is in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.

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