

Delegated Report			Expiry Date:	13/04/2012
Officer			Application Number(s)	
Carlos Martin			2011/5929/A	
Application Address			Application Type	
Electric Ballroom 184 Camden High Street London NW1 8QP			Advertisement Consent	
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s)	
			Grant Advertisement Consent	
Proposal(s)				
Display of 1x internally illuminated fascia sign and 1x internally illuminated projecting sign.				
Consultations				
Summary of consultation responses:				
Site Description				
The application site relates to a 3-storey building situated on the north side of Camden High Street, south of the junction with Buck Street and north of the Camden Town Underground Station at the junction of Kentish Town Road, Parkway and Camden High St, within Camden Town Conservation Area. The building is in use as a nightclub, bar and live music venue.				
Relevant History				
AE9900319: AC granted for the display of internally illuminated fascia sign. August 1999				
2006/5872/A: AC granted for the display of internally illuminated lettering to fascia and projecting signs.				
Relevant policies				
LDF Core Strategy and Development Policies				
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)				

Assessment

Proposal

The proposed fascia sign would consist of a metal black painted box with text made up of holes with opal acrylic illumination leds of 20 lumens per metre. It would be 5.5m wide by 1m high by 110mm deep.

The proposed double sided projecting sign would be also be a metal box painted black with text made up of holes illuminated by leds. This sign would project approximately 6.20 mm from the building's façade and would be 1.8m high by 150mm wide. It would hang at a height of 4.1m from ground level.

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.

Design and conservation

Internally illuminated signs are generally unacceptable in conservation areas. However, the signs would be similar to those existing and in view of their size and location, they are not considered to be materially detrimental to the appearance of the building or the character and appearance of this part of the conservation area.

Amenity

The upper floors of the property have no residential occupiers. There are residential occupiers opposite approx. 20 metres away at nos. 213-219 Camden High St. However illuminated signs have existed on this building in the same location for several years and form part of the character of the host building and the streetscape. Notwithstanding this, the distance of the signs is considered to be sufficient not to cause harm through light pollution.

Public safety

On public safety hazard grounds, it is not considered that the proposal would cause harm to pedestrians or motorists due to their location and method of illumination.

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.

Disclaimer

This is an internet copy for information purposes. If you require a copy of the signed original please telephone Contact Camden on (020) 7974 4444