

Delegated Report		Analysis sheet		Expiry Date:		29/12/2011	
		N/A / attached		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
Neil Zaayman				2011/5070/A			
Application Address				Drawing Numbers			
98 CAMDEN HIGH STREET LONDON NW1 0LT				Refer to decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Display of 2 x internally illuminated fascia signs and 2 x internally illuminated projecting signs to bank (Class A2).							
Recommendation(s):		Grant advertisement consent					
Application Type:		Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses No. electronic	00 00	No. of objections	00
Summary of consultation responses:		N/A					
CAAC/Local groups* comments: <small>*Please Specify</small>		N/A					
Site Description							
<p>The site is located on the eastern side of Camden High Street on the corner with Pratt Street. The application site comprise 2 units, currently occupied by Halifax (Financial and Professional Services: Class A2) at No. 96 and a hairdressing salon (A1) which is currently vacant at No. 98.</p> <p>The site is within a primary retail frontage, within the town centre boundary and is also within the Camden Town Conservation Area.</p>							
Relevant History							
<p>Various applications for change of use, new advertisement signs and shopfront changes however none relevant to this application.</p> <p>Most relevant history:</p> <p>PE980057: Change of use from retail (Class A1) to a professional and financial service (Class A2), refused 23/10/1998. This decision was appealed and dismissed in July 1999 (PINS ref: T/APP/X5210/A/99/1020987).</p>							

2010/5873/P: Change of use from hairdresser (Class A1) to a Bank (Class A2). Refused 12/01/2011. The decision was appealed and the appeal allowed on 02/09/2011.

2011/5023/P: Installation of 5 air conditioning units (removal of 2 existing air conditioning units) on the front first floor level flat roof, and alterations to shopfront onto Camden High Street and Pratt Street including installation of ATM onto High Street in connection with use of 96-98 as a bank (Class A2) – **Decision Pending.**

Relevant policies

LDF Core Strategy and Development Policies

Core Strategy

CS5 (Managing the Impact of Growth and Development)

CS 7 (Promoting Camden's centres and shops)

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)

DP30 (Shopfronts)

Camden Planning Guidance 2011: CPG5 Town centres, retail and employment (2011)

Camden Town Conservation Area Appraisal and Management Strategy

Assessment

Permission is sought for the display of 2 x internally illuminated fascias and 2 x internally illuminated projecting signs.

Assessment: The new fascia sign replace the existing sign fronting Camden High Street and there would be a second sign which will wrap around the building into Pratt Street. The fascia sign facing Camden High Street would measure 11.8m in width x 900mm in height x 100mm in depth. On the Pratt Street frontage, the fascia sign would measure 9.6m in width x 900mm in height x 100mm in depth.

There would be 2 x projecting signs, one measuring 405mm in height x 930mm in depth and the other 300mm in height x 650mm in depth. All signage would have a blue background with white text / lettering and would be internally illuminated.

Marketing banners would be displayed inside the shopfront. The proposed ATM (which forms part of application ref: 2011/5023/P) would have new vinyl signage with non-illuminated graphics.

It is considered that the proposed signage is acceptable; it respects the character and appearance of the host building and does not detract from the wider Conservation Area. The internal illumination is considered to be acceptable in this part of the Camden Town Conservation Area where shops fronting the busy Camden High Street display a range of signage with similar levels of illumination.

With regards to the replacement vinyls and other signage proposed to the ATM, shopfront and entrance of the premises, given their relatively simple design, siting and appearance which are consistent with similar premises along this part of Camden High Street, it is not considered that the signage would pose any adverse impact on the character and appearance of the street scene. The signage is at fascia level a minimum of 2m above ground level, it is therefore not considered to be detrimental to highway or pedestrian safety.

The proposed signage are therefore considered to be acceptable in terms of their design and appearance and compliant with the aims and objectives of the relevant LDF Core Strategy and Development Policies. The proposed drawings indicate various alterations to the shop front, for the avoidance of doubt it should be noted that these alterations are considered under reference 2011/5023/P.

Impact on neighbouring amenity: Illumination can be restricted by means of a condition to prevent potential harm to any nearby residential properties. It is however considered that a degree of illumination can be expected within such a Town Centre location and would therefore not be inappropriate. It is not considered that the proposed advertisements/ signs would significantly impact on the amenity of nearby occupiers anymore than the existing commercial uses in the vicinity.

Recommendation: Grant Advertisement Consent

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