

Delegated Report		Analysis sheet		Expiry Date:		14/07/2010	
				Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
Jenny Fisher				2010/1957/A			
Application Address				Drawing Numbers			
72-76 Camden High Street London NW1 0LT				Refer to decision letter			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of 3 internally illuminated fascia signs, one non illuminated fascia sign and two non illuminated directional signs above 'goods-in'							
Recommendation(s):		Grant advertisement consent with conditions					
Application Type:		Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:	No. notified	00	No. of responses	00	No. of objections	00	
			No. electronic	00			
Summary of consultation responses:		None received to date.					
CAAC/Local groups comments:		None received to date.					
Site Description							
<p>The application relates to a large commercial property within a shopping parade on the east side of Camden High Street. The premises are occupied by Argos Limited. Existing fascia signs at the ground floor retail level are internally illuminated.</p> <p>The site is part of the protected shopping frontage within Camden Town Centre. It is located within the Camden Town Conservation Area.</p>							
Relevant History							
27/05/1998 (AE9800150) consent for the retention of two internally illuminated halo fascia signs, and two non-illuminated signs on each end of canopy and one on lower fascia above door							
01/12/1997 (AE9700699) consent for the display of internally illuminated fascia sign and projecting sign							
30/05/2003 (AEX0300296) consent for the display of an internally illuminated fascia sign and 1 internally illuminated hanging entrance sign							
22/08/2008 (2008/3211/A) Advertisement consent for the display of 5 internally illuminated fascia sign and 1 window vinyl							

Relevant policies

Replacement Unitary Development Plan 2006

SD6 (amenity); B1(general design); B4B (advertisements and signs); B7 (conservation areas)

LDF Core Strategy and Development Policies

As the draft LDF Core Strategy and Development Policies documents have now been published, they are material planning considerations. However, as a matter of law, limited weight should be attached to them at this stage.

DP26 (managing impact of development on occupiers and neighbours); CS14 (promoting high quality places); DP30 (shop fronts); CS14 (promoting high quality places); DP25 (conserving Camden's heritage)

Camden Planning Guidance 2006

Advertisement and Signs

Camden Town Conservation Area Statement

Assessment

Proposed

Signs to replace existing

The display of:

- Sign type A – fascia sign 1.9m. (w) x 1.3m. (h). Sign would be in the form of a slim box protruding 135mm from the fascia panel. The panel would be overlaid with translucent vinyl graphics. Illumination would be static by tubes fitted inside the box.
- Signs type B and type C - the fascia is attached to a canopy above the shop windows. It protrudes from the façade of the building 2.1m. These signs would be displayed at each end of the canopy. Details would be the same as sign A.
- Sign type D refers to the re-clad fascia with aluminium panels, non illuminated, web address applied in white vinyl graphics.
- Signs type (E1 and E2) are directional signs one for 'goods in' the other announcing CCTV operates. Both signs are 0.5m², they would not be illuminated.

Amenity and Character of the Conservation Area:

Many commercial premises along Camden High Street have internally illuminated signs. The design, size and intensity of illumination of the proposed signs would be compatible with the scale of the building and the surrounding area and would comply with the L.B.C. relevant policies and guidance. Given the proposed signage is not dissimilar to existing internally illuminated and non-illuminated signage that would be replaced, proposed signs would not significantly change the existing appearance of the retail premises or result in visual clutter, it is considered that the proposal would not have a significant visual impact on local amenity.

Public Safety: Proposed signage would be well above street level and would not prejudice pedestrian or vehicular traffic safety.

Recommend: grant advertisement consent

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