

Delegated Report		Analysis sheet		Expiry Date:		12/05/2010	
		N/A / attached		Consultation Expiry Date:		17/03/2010	
Officer				Application Number(s)			
Rob Tulloch				2010/0904/A			
Application Address				Drawing Numbers			
57 Camden High Street, London, NW1 7JL				See decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of one internally illuminated fascia sign, and one internally illuminated projecting box sign and awning.							
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	00	No. of objections	00	
			No. electronic	00			
Summary of consultation responses:		No responses received.					
CAAC/Local groups* comments: <small>*Please Specify</small>		No responses received.					
Site Description							
The site is a three storey building on the corner of Miller Street and Camden High Street with the ground and basement floors in retail use. The site lies within the Camden Town Conservation Area and is listed as a building that makes a positive contribution to the conservation area. It also lies within a main shopping frontage of the Camden Town Town Centre.							
Relevant History							
2010/0051/P Change of use from shop (A1) to restaurant (A3) and associated ventilation duct to Miller Street elevation. Refused 21/04/2010							
2008/3143/A Display of externally illuminated fascia sign and awning. Granted 20/08/2008							
AE9700749 Retention of fascia signs and moulded advertising figures at							

first floor level. Refused 05/12/1997

Relevant policies

Replacement Unitary Development Plan 2006

B4 (Shopfronts, advertisements and signs)

Camden Planning Guidance 2006

Advertisements and signs

Shopfronts

LDF Core Strategy and Development Policies

DP30 Shopfronts

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.

Assessment

The proposal is for internally illuminated fascia and projecting box signs, and an awning. The main issues are amenity and safety.

Amenity

The proposed signage and awning replace similarly sized and located signage. The proposed fascia measures approximately 5000mm wide by 1000mm high, with a base level 3100mm above ground level. It is approximately 100mm deep with red lettering projecting 30mm in front of a green background.

The projecting box sign measures approximately 910 mm wide by 580 mm high with a base level 3300mm above ground level. Both signs are internally illuminated with just the letters illuminated in line with Camden's planning guidance for conservation areas.

The awning is retractable, below fascia level and would replace an existing awning which was consented in 2008. The location and design are acceptable.

The site is within the Camden Town Conservation Area and also on a main shopping frontage in the Town Centre. There are various styles of advertisement in the Town Centre and the proposed signage, due to its design, context, size, location and method of illuminations not considered to harm the character or appearance of the host building, street scene or wider conservation area, thereby complying with policy B4 (Shopfronts, advertisements and signs) of the UDP and the Camden Planning Guidance 2006.

Safety

The location, size and method of illumination of the proposed signage are not considered to harm the safety of vehicular traffic.

The proposed awning would be at least 2200mm above the pavement and at least 2800mm from the edge of the curb, complying with the Council's planning guidance for awnings and pedestrian safety.

Recommendation

Grant Advertisement Consent

Disclaimer

This is an internet copy for information purposes. If you require a copy of the signed original please contact the Culture and Environment Department on (020) 7974 5613