

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		04/05/2010	
		N/A		<b>Consultation Expiry Date:</b>		09/03/2010	
<b>Officer</b>				<b>Application Number(s)</b>			
Eimear Heavey				2010/1196/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
1 Camden High Street London NW1 7JE				Refer to draft decision notice			
<b>PO 3/4</b>		<b>Area Team Signature</b>		<b>C&amp;UD</b>		<b>Authorised Officer Signature</b>	
<b>Proposal(s)</b>							
Continued display of 1 X externally-illuminated hanging sign on Camden High Street elevation and 2 X externally illuminated fascia signs on Camden High Street elevation and Mornington Crescent elevation of existing pub (Class A4).							
<b>Recommendation(s):</b>		Grant Advertisement Consent					
<b>Application Type:</b>		Advertisement Consent					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	00	No. of responses No. electronic	00 00	No. of objections	00
<b>Summary of consultation responses:</b>		N/A					
<b>CAAC/Local groups* comments:</b> *Please Specify		N/A					
<b>Site Description</b>							
The application site comprises an existing pub called 'The Crescent' on the western side of Camden High Street, close to its junction with Hampstead road and Mornington Crescent. The property is not listed, but is located within Camden Town Conservation Area.							
<b>Relevant History</b>							
None relevant.							
<b>Relevant policies</b>							
Set out below are the UDP policies that the proposals have primarily been assessed against. However, it should be noted that recommendations are based on assessment of the proposals against the development plan <u>taken as a whole</u> together with other material considerations.							
<b>Replacement London Borough of Camden UDP 2006</b>							
SD1 – Access for all							
SD6 – Amenity for Occupiers and Neighbours							
SD7a – Light Pollution							
B1 – General Design Principles							
B4b – Advertisements and Signs							

**Camden Planning Guidance  
Camden Town Conservation Area Management Strategy**

**LDF Core Strategy and Development Policies**

Core Strategy Proposed Submission

CS14 - Promoting high quality places and conserving our heritage

CS16 - Improving Camden's health and well-being

CS17 – Making Camden a safer place

Core Development Policies Proposed Submission

DP24 - Securing high quality design

DP25 - Conserving Camden's heritage

DP26 – Managing the impact of development on occupiers and neighbours

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**

**Proposal**

Retrospective advertisement consent is sought for the continued display of 1 X externally illuminated hanging sign on Camden High Street elevation and 2 X externally illuminated fascia signs on Camden High Street elevation and Mornington Crescent elevation of existing pub (Class A4). No plans were received, only photographs.

**Main Planning Considerations**

- The impact of the proposed signage on the character and appearance of the building and the surrounding Conservation Area;
- The impact of the proposed signage on public safety and residential amenity.

**Assessment**

Camden Planning Guidance states that advertisements will only be acceptable at a height no greater than fascia level given that advertisements above fascia level can appear visually obtrusive and unattractive; whilst the revised Camden Town Conservation Area Management Strategy states that a proliferation of signage even of an appropriate design could harm the character of the Conservation Area.

In this instance the dimensions of the proposed signs are as follows:

Fascia signs x 2

- 0.5m in height x 5m wide and is 2.9 metres from the pavement. Each of the letters are approximately 20cm in height, have been painted in gold and are externally illuminated.

Hanging sign

- The sign is approximately 4.2 metres from the pavement and projects approximately 1 metre from the face of the building. The sign itself has dimensions of 1.1m in height x 1m in width x 0.08m depth and is constructed in aluminium.

In the context of the existing illuminated fascia signs along Camden High Street and the manner of illumination, the fascia signs and hanging sign are considered to be acceptable. Although it is acknowledged that the hanging sign is above fascia level and is externally illuminated by trough lighting, it replaces an existing sign at this level and as such is considered to be acceptable and this is not a reason to refuse the application. Furthermore, it is considered that the new sign does not detract from the host property or the visual amenity of the surrounding Conservation Area.

With regards to safety, it is considered that the proposed development does not result in a public safety hazard.

**Conclusion**

It is considered that the new signage is sensitive to the host property, will not impact negatively on the surrounding Conservation Area and will not result in a public safety hazard.

**Recommendation:** Approve Advertisement Consent.

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