

Delegated Report		Analysis sheet		Expiry Date:		29/04/2010	
		N/A / attached		Consultation Expiry Date:		n/a	
Officer				Application Number(s)			
Fergus Freeney				2010/0692/A			
Application Address				Drawing Numbers			
144 Clerkenwell Road Camden Town EC1R 5DP				Refer to draft decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of 1 internally illuminated fascia sign above entrance on corner and 3 halo illuminated signs above windows on Back Hill frontage.							
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:		N/A					
CAAC/Local groups* comments: <small>*Please Specify</small>		N/A					

Site Description

The application site lies to the north of Clerkenwell Road, between Back Hill and White Bear Yard. It is on the ground floor of a five storey building which comprises a café/restaurant at ground floor with commercial space above. The site is not listed, but is located within the Hatton Garden Conservation Area

Relevant History

- A9602121R1 - Display of internally illuminated projecting sign and externally illuminated canopy signs (*Granted 10/10/1996*)
- AS9905162 - Display of halo lit advertisement canopy above entrance door and 3 signs at fascia level (*Granted 25/01/2000*)

Relevant policies

Replacement Unitary Development Plan 2006

SD6 Amenity for occupiers and neighbours

B1 General design principles

B4 Shopfronts, advertisements and signs

B7 Conservation Areas

Camden Planning Guidance 2006

Hatton Garden Conservation Area Statement

LDF Core Strategy and Development Policies

CS1 – Distribution of Growth

CS5 – Managing the impact of growth and development

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

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:

Advertisement consent is sought for the display of four signs; one internally illuminated fascia sign above entrance door, one halo illuminated fascia sign and two halo illuminated roundel signs above windows on Back Hill frontage.

The internally illuminated fascia sign above the entrance door is proposed to be 2080mm x 600mm x 200mm and is to be part internally illuminated with a luminance level of 150cd/m. The sign would be made of brushed stainless steel and acrylic and consist of illuminated green text on a non-illuminated brushed stainless steel background,

The internally halo illuminated fascia sign is proposed to be 2750mm x 1155mm x 150mm and is to be illuminated to a level of 250cd/m. The sign would be made of stainless steel and acrylic and consist of illuminated green text on a non-illuminated white background.

The two roundel signs are proposed to be 1020mm x 1020mm x 80mm and are to be halo illuminated to a level of 225cd/m. The signs would be made of stainless steel with vinyl details.

Assessment:

London Borough of Camden UDP 2006 advises that advertisements need to respect the predominant character of the neighbourhood. This is reiterated in Camden's Planning Guidance which states that signs should integrate with form, fabric design and scale of the host building/setting.

The impact of the proposal on the host building, the character and appearance of the conservation area, highway/community safety and the amenities of neighbours are the main points for consideration.

The fascia sign above the entrance door is proposed to replace a halo illuminated fascia sign of similar dimensions and materials, whilst the remaining fascia sign and roundel signs replace smaller signs also made of similar materials.

The building is located within the Hatton Garden Conservation Area, therefore signage should be appropriately designed and should preserve or enhance the character and appearance of the conservation area. It is considered that the proposed signage integrates with the form, fabric, design and scale of the host building; it is of a detailed, contemporary design and is constructed from high quality, robust materials. The fascia and roundel signs are of an appropriate scale and size and do not dominate the building, all but one of the fascia signs replace signage of similar materials and dimensions. It is therefore considered that the signage will preserve the character and appearance of

the conservation area.

Camden Planning Guidance states that internally illuminated signs will generally be discouraged in conservation areas unless illumination is confined to lettering alone e.g. halo illumination. The proposed method of illumination is considered acceptable, only the lettering of the fascia sign above the entrance is to be internally illuminated, whilst the remaining fascia and roundel signs will be halo illuminated, it is considered that this will preserve the character and appearance of the conservation area.

Given that the proposed signage is internally illuminated and halo illuminated at low levels and is adequately placed 2.6 metres (at the lowest point) above street level it is considered that it will have minimal negative impact upon highway safety; both in terms of vehicular and pedestrian movement.

Recommendation: Grant Advertisement Consent

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