

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		06/04/2010	
		N/A / attached		<b>Consultation Expiry Date:</b>		09/02/2010	
<b>Officer</b>				<b>Application Number(s)</b>			
Rob Tulloch				2010/0629/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
136 Camden High Street London NW1 0JH				See 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>							
Installation of an internally illuminated fascia and projecting box sign to existing shopfront (Class A1).							
<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	00	No. of objections	00	
			No. electronic	00			
<b>Summary of consultation responses:</b>	None received						
<b>CAAC/Local groups* comments:</b> *Please Specify	None received						

## Site Description

The site is a retail unit on the eastern side of Camden High Street. It lies within the Camden Town Conservation Area and the Camden Town Town Centre.

## Relevant History

2006/3340/A Retention of internally illuminated individual lettering on fascia sign and one no. internally illuminated projecting sign to existing shop (Class A1). Granted 27/09/2006

## Relevant policies

### Replacement Unitary Development Plan 2006

B4 Shopfronts, advertisements and signs

### Camden Planning Guidance

Adverts

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

Advertisement consent is sought for the display of an internally illuminated fascia and projecting sign to the existing shop. The main issues are amenity and safety.

### Amenity

Camden High Street is has wide variety of shopfront styles and advertising. The fascia sign would be located 2.5m above ground level and measure 1100mm high, 120mm larger than the existing fascia. The projecting sign would be 2750mm above ground level and measure 650mm x 600mm x 100mm, slightly smaller than the existing sign.

The proposed signs are dark blue PVC over aluminium frames with text in red and white measuring 500mm in height on the fascia. Only the text of the signs is illuminated, statically and internally, to a level of 600 cd/m<sup>2</sup>.

The proposed, and existing, fascias are lower than the neighbouring fascias due to existing louvres above, however the proposed fascia itself is no larger than normal so integrates, as best it can, with the form, design and scale of the host building and its immediate surroundings.

Therefore proposed signage is not considered to harm amenity and complies with the Council's planning guidance and policy B4B (Advertisements and signs) of the current development plan

### Safety

Due to the size, location and method of illumination the proposed signage is not considered to affect the safety of pedestrians or road traffic.

## Recommendation

Grant Advertisement Consent

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