

**DISCLAIMER**

Decision route to be decided by nominated members on Monday 05<sup>th</sup> October 2009. For further information see <http://www.camden.gov.uk/ccm/navigation/environment/planning-and-built-environment/planning-applications/development-control-members-briefing/>

<b>Delegated Report (Members Briefing)</b>		<b>Analysis sheet</b>	<b>Expiry Date:</b>	25/11/2009
		N/A / attached	<b>Consultation Expiry Date:</b>	N/A
<b>Officer</b>			<b>Application Number(s)</b>	
Katrina Christoforou			2009/2474/A	
<b>Application Address</b>			<b>Drawing Numbers</b>	
44 St Pauls Crescent, London, NW1 9TN			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>				
Display of a 1.6m street number sign to the entrance access way to 44 St Paul's Crescent.				
<b>Recommendation(s):</b>		Grant Advertisement Consent		
<b>Application Type:</b>		Advertisement Consent		

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	04 (as part of planning application)	No. of responses  No. Electronic	01  01	No. of objections	01
Summary of consultation responses:	A planning application and advertisement application were submitted for the sign. Four adjoining neighbours were formally notified about the planning application. One letter was received from an adjoining resident at 46 St. Paul's Crescent objecting to the proposal as summarised below:  - It is not clear if the sign would be located on the side wall to my house but if it is then I would like to object to the size of it and ask that it be placed on the wall and not above it. - I have had a spate of attempted burglaries and one violent assault and I am concerned that this would hide the openness of where I live. <i>See paragraph 1.2</i>					
CAAC/Local groups* comments: *Please Specify	Camden Square CAAC was consulted as part of the planning application. No response was received.					

### Site Description

The mixed use development at 44 St. Paul's Crescent is located in what was previously an industrial area that is bounded by properties fronting Agar Grove to the north and properties fronting St. Paul's Crescent to the east. The site is accessed from St Paul's Crescent via an access road that runs between nos. 42 and 46 St Paul's Crescent. The site is within the Camden Square Conservation Area.

### Relevant History

The applicant originally submitted an application for planning permission as well as advertisement consent for the sign (reference 2009/2470/P). The planning application was registered and a 21 day consultation process was undertaken. It was later confirmed that the proposed works required advertisement consent and that planning permission was not required. The planning application was therefore withdrawn.

PE9900331: Erection of two storey building and extension and refurbishment to retained central building for studio/ workshop use within Class B1 (Business Use). Erection of 4 three storey mixed work/live units and provision of parking and loading areas together with associated landscaping works. Granted 17/07/2002. Various amendments and approval of details applications have since been submitted.

## Relevant policies

### Camden 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

## Assessment

**1.1** Advertisement consent is sought to display a timber painted grey street number sign at the access road entry to the development at 44 St. Paul's Crescent. The access road runs between the properties at nos. 42 and 46 St Paul's Crescent. The applicant's have advised that due to its location behind the terrace of properties delivery vehicles and visitors often miss the entrance to the site. They then get stuck at the end of the road which is a dead end. It is therefore proposed to display a 1.6m high by 0.65m wide by 0.05m deep sign perpendicular to the front garden wall of number 46 St. Paul's Crescent. It would be fixed to the northern side boundary wall adjacent to the entrance to the access road that measures 1.2m in height. The proposed sign would extend above the boundary wall by 0.4m. The road number would be displayed within the top section of the sign to improve visibility.

**1.2** The sign is considered to be of appropriate materials, design and position and would not affect the character and appearance of the conservation area or the street scene in accordance with policies B1, B4 and B7. The sign would be fixed to the northern side boundary wall of no. 46 St Paul's Crescent. Its depth and position would not obstruct the access way to the site. The neighbour at number 46 would object to the sign being located on the top of wall preferring that it be placed beside the wall. The sign would abut the side boundary wall and would not be attached along the top. The sign would only project 40cm above the height of the existing wall and visibility and community safety would not therefore be affected. The proposal is therefore considered to comply with policy SD6.

### Recommendation:

Grant advertisement consent.