

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		02/07/2009	
		N/A / attached		<b>Consultation Expiry Date:</b>		N/A	
<b>Officer</b>				<b>Application Number(s)</b>			
Hannah Parker				2009/1543/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
250 Camden High Street London NW1 8QS				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 two externally illuminated fascias, internally illuminated projecting sign, roof mounted hoarding and illuminated wall mounted sign to retail unit.							
<b>Recommendation(s):</b>		<b>Refuse Consent</b>					
<b>Application Type:</b>		<b>Advertisement Consent</b>					
<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>		No responses to date					
<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>		No responses to date					

## Site Description

The site is located on the north eastern side of Camden High Street and forms a corner property with Regent Canal. The site comprises a two storey building, with the lower ground floor almost level with Regent's Canal. The upper ground floor of the building is currently being used as a restaurant (Use class A3) and the lower ground floor is being used as a reception and embarkation point for public canal pleasure trips. The subject site falls within Regent's Canal Conservation Area.

## Relevant History

2009/2489/p Alterations to shopfront of cafe (Class A3).

2007/5491/A

250 Camden High Street

Display of 1x fascia sign and 2x information signs (one to front elevation and one to the side elevation) all internally illuminated (lettering only) to existing cafe (Class A3).

Granted 01/08/2008

2007/5492/P

Alterations to ground floor frontages of building (cafe - class A3).

Granted 15/09/2008

## Relevant policies

### London Borough of Camden Unitary Development Plan

- SD1 – Quality of life
- SD6 – Amenity for occupiers and neighbours
- B1 – General design principles
- B4B – Advertisement and signs
- B7 – Conservation Areas
- B6 – Listed Buildings

### Camden Planning Guidance

### Regent's Park Conservation Area Statement

## Assessment

### Proposal:

The applicant seeks permission for five advertisements. There would be two irregularly shaped fascias (one corresponding to each of the businesses at the address), an illuminated hanging sign, an non-illuminated roof mounted hoarding and a fifth sign set into a section of the unit's front elevation next to the shopfront.

Associated alterations to the shopfront, which include the installation of a two-dimensional 'tree' sculpture, are to be considered under planning application ref. 2009/2489/P, currently invalid.

The roof hoarding, fascia signs and wall mounted sign have already been installed.

### Main considerations

- Impact on host building and conservation area
- Neighbourhood amenity and public safety

### Impact on host building and conservation area

250 Camden High Street is located within the Regents Park Conservation Area and adjacent to the grade II listed canal bridge. It is acknowledged that the street is characterised by shopfronts with considerable visual interest and where a number of premises have large dominant signage. However, most of this signage falls outside the conservation area.

As the premises would be viewed in the context of the bridge and canal, it is reasonable to expect signage at this property to have regard to this setting. It is not considered that the proposed signage achieves this, with the number of signs resulting in visual clutter and giving the property a ramshackle appearance. Also, in the area close to the listed bridge where there is purposely fewer visual obstructions, signage to this degree is not appropriate.

It is noted that signage was recently approved at this premises under advertising consent 2007/5491/A. However, these adverts were more limited in scope, with a single fascia sign, no roof mounted element and markedly less cluttered appearance. It is not considered that this approval sets a precedent for the works currently being considered.

The signage therefore fails to preserve or enhance the character of the conservation area or to respect the setting of the listed bridge and as such would be contrary to B4, B6 and B7 of the Camden Replacement Unitary Development Plan.

### Amenity and public safety

Although the signage is extensive, it is not considered to adversely impact the neighbouring properties in terms of amenity. In public safety terms the static internally and externally illuminated signs are placed sufficiently far above street level and would have minimal impact upon highway safety; both in terms vehicular and pedestrian movements.

### Recommendation Refuse Consent