

Delegated Report		Analysis sheet		Expiry Date:		24/03/2008	
		N/A		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
John Sheehy				2007/5487/A			
Application Address				Drawing Numbers			
213-219 Camden High Street London NW1 7BT				Refer to draft decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of 3 internally illuminated (lettering only) 3 fascia signs and 1 internally illuminated (lettering only) projecting sign to retail store (Class A1).							
Recommendation(s):		Grant conditional 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 comments:		N/A					

Site Description

The site is located on the corner of Camden High Street and Inverness Street. The building on the site is 4-storeys in height with residential use on the upper floors and an A1 retail unit at street level.

There are two shopfronts on the building, one belonging to Zavvi - the subject of this application - and one belonging to JD Sports.

The unit which this application relates to has an entrance at the splayed corner, one display window on the Camden High Street elevation and four display windows on the Inverness Street elevation.

The building is located in Camden Town Conservation Area. It is not listed.

Relevant History

Planning permission granted for the display of internally illuminated fascia and projecting sign, 23/07/01 (AEX0100205).

Enforcement complaint received regarding the display of a sign at 211-213 Camden High Street, on 30th November 2006 (EN06/1004). This relates to the Camden Market Hall to the south of the application site.

Display of an internally illuminated fascia sign and a double-sided internally illuminated projecting sign to retail shop (Class A1), 10/8/2007 (2007/2985/A). This sign relates to the JD Sport shopfront next door.

Relevant policies

Camden Unitary Development Plan (2006)

B1 General design principles

B4(B) Advertisements and signs

B7 Conservation Areas

Camden Planning Guidance (2006)

Section 2: Advertisements and signs

Section 43, Shopfronts

Camden Town Conservation Area Statement

Assessment

The proposal is for the display of a replacement internally illuminated double sided projecting sign and 3 internally illuminated fascia signs, one on each elevation (Camden High Street, Inverness Street and the splayed corner) and three non-illuminated panels on the Inverness Street elevation. On both the projecting sign and the fascias, only the lettering is to be illuminated.

UDP Policy B4 states that the Council will not grant permission for advertisements and signs that it considers to cause harm to public safety, visual amenity and the character and appearance of Conservation Areas. The UDP states that internally illuminated signs can often be harmful to a Conservation Area. The Camden Planning Guidance states that if illuminated signage is proposed in a Conservation Area it should be in the form of individually illuminated letters.

The extent of illumination proposed represents a reduction compared to the existing situation. Three fascias, which previously contained illuminated letters and logos, are to be non-illuminated and the proposal involves the removal of a high level sign that was located above the entrance. On the fascias only the individual letters are to be illuminated and the amount of lettering within the signs is relatively small.

The proposal is in line with other internally illuminated signs which were permitted within the vicinity of the site (see site history). The proposed method of illumination, the size and location of the proposed advertisements is considered to be acceptable.

It is considered that the proposal is in accordance with the policy guidance, is sympathetic to the original design of the building and would not have a detrimental impact on the appearance and character of the building and the Conservation Area.

Recommendation:

Grant conditional Advertisement Consent

Disclaimer

This is an internet copy for information purposes. If you require a copy of the signed original please contact the Culture and Environment Department on (020) 7974 5613