

Delegated Report		Analysis sheet		Expiry Date:		27/09/2006	
		N/A / attached		Consultation Expiry Date:		01/09/2006	
Officer				Application Number(s)			
Victoria Lewis				2006/3340/A			
Application Address				Drawing Numbers			
136 Camden High Street London NW1 0LU				See decision			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		Date:		
Proposal(s)							
Retention of internally illuminated individual lettering on fascia sign and one no. internally illuminated projecting sign to existing shop (Class A1).							
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
Summary of consultation responses:		Site notice displayed					
CAAC/Local groups* comments: *Please Specify							

Site Description

Retail unit currently occupied by Currys and located on the eastern side of Camden High Street. The site forms part of the Camden Town Conservation Area.

Relevant History

93/00826/P - Installation of security shutters to shopfront – granted.

Relevant policies

Set out below are the UDP policies that the proposals have primarily been assessed against, together with officers' view as to whether or not each policy listed has been complied with. However it should be noted that recommendations are based on assessment of the proposals against the development plan taken as a whole together with other material considerations.

B4 - Shopfronts, advertisements and signs

Supplementary Planning Guidance section 2.9 (shopfronts, signs and blinds)

Assessment

Overview

Retrospective advertisement consent is sought for the continued display of internally illuminated individual lettering on an existing red fascia and an internally illuminated projecting sign to existing shop. The lettering and projecting sign are located 2.7m above ground level. The projecting sign measures 960mm x 610mm x 100mm.

Design and public safety

Policy B4 states that the Council will not grant consent for advertisements and signs that it considers to cause harm to public safety, visual amenity and the character or appearance of conservation areas. Position, design, size and materials, obstruction or damage to important architectural features, method of illumination and cumulative effects are to be considered.

The proposed projecting sign would be of limited size and set below first floor level and the lettering positioned centrally within the fascia, in accordance with supplementary planning guidance. The unit has a modern shopfront and overall the advertisement display is considered to be appropriate to the building. The illumination would be static and would not result in any harm to highway safety.

Overall, it is considered that the proposed signage would not cause harm to the appearance of the building or this part of the Camden Town Conservation Area, or highway safety.

Recommendation

That advertisement consent be granted, subject to conditions.

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