

<b>Delegated Report</b>			<b>Expiry Date:</b>	<b>01/10/2014</b>
<b>Officer</b>		<b>Application Number(s)</b>		
Tessa Craig		2014/4862/A		
<b>Application Address</b>		<b>Application Type</b>		
136 Camden High Street London NW1 0LU		Advertisement Consent		
<b>1<sup>st</sup> Signature</b>	<b>2<sup>nd</sup> Signature (If refusal)</b>	<b>Conservation</b>	<b>Recommendation(s)</b>	
			Grant Advertisement Consent	
<b>Proposal(s)</b>				
Display of internally illuminated fascia and projecting sign.				
<b>Consultations</b>				
<b>Summary of consultation responses:</b>		n/a		
<b>Site Description</b>				
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.				
<b>Relevant History</b>				
2014/4861/P- Replacement of shop front being processed in conjunction with this advertisement consent.				
2010/0629/A- Installation of an internally illuminated fascia and projecting box sign to existing shopfront (Class A1). Granted, 06/04/2010.				
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				
<b>Relevant policies</b>				
<b>LDF Core Strategy and Development Policies</b>				
CS5 – Managing the impact of growth				
CS14 – Promoting high quality places and conserving our heritage				
DP24 – Securing high quality design				
DP25 – Conserving Camden’s Heritage				
DP26 – Managing the impact of development on occupiers and neighbours				
<b>Town and Country Planning (Control of Advertisements) (England) Regulations 2007</b>				
<b>Camden Planning Guidance 2011 (as amended)</b>				

## **Assessment**

### **Proposal**

The application relates to a fascia sign with internally illuminated letters and one internally illuminated projecting box sign.

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

### **Amenity**

The signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design.

It is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers. The signs replace existing signage from the shop currently located at the premises and match the size and illumination details of the existing signage.

### **Public Safety**

The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

### **Recommendation**

The proposed advertisements are in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.