

Delegated Report			Expiry Date:	19/09/2014
Officer		Application Number(s)		
Tessa Craig		2014/5107/A		
Application Address		Application Type		
53 Camden High Street London NW1 7JH		Advertisement Consent		
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s)	
			Grant Advertisement Consent	
Proposal(s)				
Display of 1x internally illuminated sign surrounding an ATM.				
Consultations				
Summary of consultation responses:		n/a		
Site Description				
The property is located on the west side of Camden High Street; the site is the ground floor takeaway shop (A5). The property is within the Camden Town Conservation Area.				
Relevant History				
2014/4820/P- Installation of an automated teller machine (retrospective), being processed in conjunction with this application.				
AE9800829- Display of externally illuminated fascia sign, and hanging sign and canopy. Granted 11/01/1999.				
PE9800413R1- Installation of new shopfront and replacement of windows on the front elevation. Granted, 03/08/1998.				
9003516- Alteration including the erection of a rear ground floor extension to provide additional floorspace for the existing restaurant together with the self-containment of the maisonette on the first and second floors by the provision of an independent access from the rear. Granted, 30/04/1991.				
TP57852/1950- The use of No. 53, Camden High Street, St. Pancras, as a fried fish and chip shop. Granted, 23/10/1950.				
Relevant policies				
LDF Core Strategy and Development Policies				
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				
Town and Country Planning (Control of Advertisements) (England) Regulations 2007				
Camden Planning Guidance 2011 (as amended)				

Assessment

Proposal

The application relates to an existing internally illuminated sign surrounding the ATM. The sign is 0.528m wide by 0.30m high and reads 'cash' in white lettering on a black background.

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 sign does not obscure any architectural features of the building and is considered acceptable in terms of proportions and design.

It is not considered that the sign would be unduly obtrusive in the street scene or disturb residents or occupiers.

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