



VIA PLANNING PORTAL ONLY

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1 February 2016

Dear Sir

**APPLICATION FOR ADVERTISEMENT CONSENT AT 171
CAMDEN HIGH STREET, LONDON, NW1 7JY**

PLANNING PORTAL REF: PP- 04738575

On behalf of our client Ruth and Robinson Limited please find enclosed an application for Advertisement Consent for a new hanging sign and new fascia sign at 171 Camden High Street, in connection with the proposed use of the site as a drinking establishment (Use Class A4).

The application has been submitted on the Planning Portal and comprises:

- Application Form;
- Covering Letter;
- Site Location Plan. Ref – 133-00-001; and
- Signage Detail Drawing. Reference – 133-02-310 Rev D.

A payment of £110 in respect of the application fee has been paid via the Planning Portal.

171 Camden High Street comprises a three storey terraced building and a basement. The property is within Camden Town Centre and the Camden Town Conservation Area, where it is noted for its positive contribution to the locality and a good example of public house architecture dating from 1889. The surrounding area is mixed use in character with employment, leisure, and other food and drink uses in close proximity.

Camden's Development Policy DP24 (Securing High Quality Design) seeks to secure the highest standard of design taking into account factors such as the character, setting, context and quality of materials used. Policy DP30 (Shopfronts) states that the Council expects a high standard of design in new and altered shopfronts, which reflect the existing character, architectural and historic merit and design of the building. Policy DP25 (Conserving Camden's heritage) encourages development which preserves and enhances the character and appearance of Conservation Areas.

More detailed guidance on signage is provided within Camden's Planning Guidance on Design (July 2015) and Section 8 of this document deals with advertisements, signs and hoardings. The guidance notes that the most satisfactory advertisements are those which take into account the character and design of a building and make a positive contribution to the appearance and character of the surrounding area.

The proposals comprise a new fascia sign, located above the main entrance into the building, and a new hanging sign. Existing signage will be removed. The new fascia sign will be formed of black decorated timber with white lettering and will be illuminated with back-lighting up to 600 candelas per square metre. The new hanging sign will be erected in the same position as the existing hanging sign and will comprise a new internally illuminated hanging sign with red lettering on a white background, illuminated up to a maximum of 800 candelas per square metre. All illumination levels are in accordance with the standards set by the Institute of Lighting Engineers Technical Report Number 5 (Second Edition).

Both signs are considered to contribute positively to the appearance and character of the surrounding area, which is urban and mixed use in character and are unobtrusively sized and sited. The new projecting fascia sign will be discretely located above the entrance door, which has traditionally been a signage space in the past. The fascia sign is considered to be of a suitable scale and is in-keeping with the character of the building and respects existing architectural features. The hanging sign represents an interesting and unique sign which is compatible with the building and surrounding urban environment.

In summary, the design of the proposed signs has been carefully thought out and considered in light of the site's location within the Camden Town Conservation Area, as well as the recognition of the building as an example of good public house architecture. Both signs will make a positive contribution to the character and appearance of the Camden Town Conservation Area and will complement the building's architectural features in accordance with Policies DP24, DP25 and DP30 and Camden's Planning Guidance on Design. There will be no harm to the character and appearance of the building and all architectural features of the building will be retained.

I trust the submitted information is sufficient for you to validate and determine the application. If you have any questions or require any future information please do not hesitate to contact Catherine Stephens or Karen Jones at this office.

Yours faithfully



CgMs
For and on behalf of Ruth and Robinson Limited