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Development Management
Planning and Regeneration Culture & Environment
Directorate
London Borough of Camden
Town Hall
Argyle Street
London
WC1H 8EQ

22 September 2017

Our Ref: PR_36_2016

Dear Sir / Madam,

Advertisement Consent, 43-45 Camden Road, London NW1 9LR

Further to recent pre-application discussions in respect of the above property, please find attached an application for advertisement consent for display of signage at the property. A separate application for change of use of the ground floor and other external alterations has been submitted in tandem with this application.

This application comprises the following plans;

- Site Location Plan
- Elevation Plan
- Signage Elements

In summary the signage consists of;

- Sign A – Handpainted Sign (positioned centrally on the parapet wall, Camden Road elevation)
- Sign B - Transfer print, internally to left hand side window, (Camden Road elevation)
- Sign C - Transfer print, internally to right hand side window, (Camden Road elevation)
- Sign D - Handpainted Sign (positioned centrally above the cafe door, corner elevation)
- Sign E - Transfer print, internally to window (Bonny Street elevation)

There are a total of 8 no. Traditional 'swan neck' design Sign Lights with a Black Finish (100w) proposed that would wash over the signage from above, placed on the parapet of the building. The dimensions of the light fittings is; Height: - 405mm Project: - 530mm Cowl diameter: - 240mm.

The property is located on a prominent corner site on Camden Road at the junction with Bonny Street, within the Regents Canal/Camden Street Conservation Area opposite Camden Road station.

Camden Planning Guidance 1 - Design provides more detailed guidance on the design and siting of advertisements so that they contribute positively to the appearance and character of an area.

The new Adopted Camden Local Plan 2017 provides specific policy in relation to advertisements.

Policy D4 Advertisements states;

The Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail.

We will support advertisements that:

- a. preserve the character and amenity of the area; and*
- b. preserve or enhance heritage assets and conservation areas.*

We will resist advertisements that:

- c. contribute to an unsightly proliferation of signage in the area;*
- d. contribute to street clutter in the public realm;*
- e. cause light pollution to nearby residential properties or wildlife habitats;*
- f. have flashing illuminated elements; or g. impact upon public safety.*

The Council will resist advertisements on shopfronts that are above fascia level or ground floor level, except in exceptional circumstances.

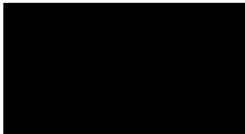
As advised in the CPG and Policy D4, the proposals provide good quality advertisements that respect the architectural features of the host building and the character and appearance of the surrounding area. The guidance confirms that generally advertisements will only be acceptable at fascia level or below. In this case the proposed fascia sign is located under the upper upon the parapet and on windows at ground floor level.

The advertisements do not obscure or damage specific architectural features of the building.

The adverts are not considered to impact upon public safety, using low levels of illumination, with no intermittent / flashing lights that could otherwise create glare or be hazardous to vehicular or pedestrian traffic.

The method of illumination is discrete and in proportion with the scale and design of the building.

We therefore look forward to receiving advertisement consent for the proposals contained within this application.



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