

Dear Matthew Dempsey,

RE: 2018/3908/P: 102 Camden High Street

We are writing on behalf of the Camden Town CAAC whose views are noted below.

This proposed elevation and illuminated projecting sign should be refused.

The stall riser has been removed and an undesirable projecting sign added. The property width is too small for a projecting sign.

The proposed plate glass window would be improved by vertical subdivision to frame separate parts of the elevation and provide a more human scale.

The new fascia depth is greater than the previous and should be reduced to be as the previous or even less deep.

Camden High Street shopfronts should contribute to a cohesive streetscape appearance. The proliferation of varied projecting signs, fascias of significantly different depths, and absence of stall risers should be discouraged. A carefully prepared shop front policy needs to be respected.

Good guidance for applicants is given in the 2005 Planning Guidance for Camden's Conservation Areas. The value of the Conservation Areas has not changed since the 2005 guidance and there has been no change in policy to update the content of the 2005 guidance

Yours sincerely

A black rectangular box redacting the signature of the Camden Town CAAC representative.

Camden Town CAAC.