

Conservation Area Advisory Committee

Advisory Committee	Camden Town
Application ref	2022/2258/A
Address	159-161 Camden High Street London Camden NW1 7JY
Planning Officer	Edward Hodgson
Comments by	27 Jul 2022
Proposal	Installation of halo lit fascia sign and erection of internally illuminated projecting sign with internally applied window logo
Objection	Yes
Observations	<p>The proposed signage by way of both its dimensions and lighting neither preserves nor enhances the Conservation Area's Commercial zone.</p> <p>The height of the ground floor storey of this recently developed mixed use building is not tall, unlike some of the Edwardian and Victorian shop fronts nearby, such as Pret on the opposite corner of Underhill Passage. The proposed fascia panel therefore needs to be as slim as possible, with lettering to be not larger than the size of the current Tesco signage next door, for it to be considered acceptable (noting that there is an inconsistency in the drawing of the Tesco shop front which is shown with a fascia that is deeper, with smaller lettering, than in reality).</p> <p>Halo-lit letters are not considered appropriate for the CA, nor is the illuminated projecting sign (these are not usually permitted in the CA if internally illuminated).</p> <p>As proposed the Committee therefore considers that the proposals are harmful to visual amenity in the CA.</p>

Documents attached

No details entered

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