

Delegated Report			Expiry Date:	06/02/2013
Officer			Application Number(s)	
Hilary Cuddy			06/02/2013	
Application Address			Application Type:	
The London College of Accountancy 19 Charterhouse Street London EC1N 6SA			Advertisement Consent	
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):	
			Grant Advertisement Consent	
Proposal(s)				
2 x non-illuminated aluminium fascia signs above entrance to front and side elevations.				
Consultations				
Summary of consultation responses:		N/A		
Site Description				
The application site is located on the corner of Charterhouse Street that lies to the south, Saffron Hill that lies to the west and Farringdon Road that lies to the east. The site comprises a modern six storey building plus basement.				
Relevant History				
N/A				
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) Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough Hatton Garden Conservation Area Statement (1999)				

Assessment

Proposal

The application relates to the erection of 2 x non-illuminated aluminium fascia signs on ground floor level on front and side elevations of the application property on Charterhouse Street and Farringdon Road. The proposed fascias would be fixed to the marbled panelling on both elevations. The fascias would be 1595x510mm and 1355x510mm folded aluminium with powder coated finish. The graphics to the finish would read 'LCA Business School London' and 'A Branch Campus of Anglia Ruskin University'.

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

Camden Planning Guidance states that advertisements will only be acceptable at a height no greater than fascia level given that advertisements above fascia level can appear visually obtrusive and unattractive; whilst the revised Camden Town Conservation Area Management Strategy states that advertisement hoardings are considered unacceptable forms of advertising with the Conservation Area.

It is considered that the size and siting of the proposal at ground floor level is acceptable and can be considered to preserve and enhance the host building conservation area.

Public Safety

There are no concerns regarding public safety.

Recommendation

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

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