

Delegated Report

Expiry Date:

25/01/2013

Officer

Carlos Martin

Application Number(s)

2012/6507/A

Application Address

26 England's Lane
London
NW3 4TG

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Display of 2 x externally illuminated fascia signs and 1 x externally illuminated projecting sign to front and side elevation of existing retail unit (Class A1).

Consultations

Summary of consultation responses:

N/A.

Site Description

A 4-storey corner property fronting onto England's Lane and Primrose Gardens. The site is located at the end of a terrace row on the northern side of England's Lane where it turns the corner into Primrose Gardens.

The application relates to the ground floor/ basement commercial unit which has a corner shopfront. The upper floors are in residential use. The property is located within the Belsize Conservation Area.

Relevant History

2011/0112/P: pp granted for change of use of the basement and ground floor from retail (Class A1) to mixed retail/financial service uses (Sui generis).

8580225: Display of 2 x externally illuminated fascia signs and 2x externally illuminated projecting signs.

AD1187: The display of a double-sided non-illuminated hanging sign. Granted 25/09/1979.

CA/1720: Three internally illuminated fascia signs each with white letters on a yellow ground. Granted 09/12/1970.

1188/1962: Double-sided internally illuminated projecting box sign. Refused 31/10/1962; the proposed sign displayed above the shop fascia would be detrimental to the appearance of the property itself and to the amenity of the area as a whole.

Relevant policies

Town and Country Planning (Control of Advertisements) (England) Regulations 2007
Camden Planning Guidance 2011 (as amended)

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

Supplementary Planning Guidance

CGP 1 (Design) – Section 8

Assessment

Proposal

The application relates to 2x fascia signs with externally illuminated letters, 1x externally illuminated projecting box sign and 2x vinyl signs internally applied to the glass.

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

The signs do not obscure any architectural features of the building and are considered acceptable in terms of proportions and design. It is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers and external illumination is considered acceptable in this part of the conservation area.

Public Safety

The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

Recommendation:

The proposed adverts are in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.

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