

Delegated Report

Expiry Date:

29/11/2012

Officer

Hilary Cuddy

Application Number(s)

2012/5225/A

Application Address

Budgens Store
2 Winchester Road
London
NW3 3NT

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Display of 2X internally illuminated fascia sign to the front and side elevation, 3X non-illuminated window signs and 3X non-illuminated logo sign to the front elevation.

Consultations

Summary of consultation responses:

N/A

Site Description

The site is located on the west side of Winchester Road; it comprises a large contemporary apartment block.

The site is not listed, nor is it within a Conservation Area.

Relevant History

No relevant planning history

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

DP30 – Shopfronts

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Camden Planning Guidance 2011 (as amended)

Assessment

Proposal

Permission is sought for the display of:

- 1x individual internally illuminated by LED's 'Budgens' letters in Green on an White background to front elevation mounted onto a steelrail behind the glazing measuring 0.416m(h)x1.831m(w)x0.100m(d), the maximum height of the letters is 45.000cm.
- 1x individual internally illuminated by LED's 'Budgens' letters, a white panel to side elevation mounted onto a steelrail behind the glazing. The fascia measures 0.597m(h)x2.590m(w)x0.100m(d), the maximum height of the letters is 45.000cm. Both fascias internally illuminated with luminance levels of 350.000cd/m.

Permission is also sought for:

- 1 set of 2 logos reading 'Budgens' to columns measuring 0.250m(h)x0.900m(w)x0.000m(d), 1 set of 4 digitally printed window graphics measuring 1.000m(h)x3.488m(h), 1 'welcome' Services vinyl and 1 'Opening Hours' vinyl in 2 sections measuring 1.000m(h)x3.488m(w).

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.

Assessment

The proposed front elevation letters will be largely comparable to the existing fascia sign. The internal illumination is deemed appropriate considering the location of the building and other illuminated signs in the area. It is considered that this aspect of the scheme is acceptable.

The proposed side elevation fascia would replace two plain fascia panels. Again, the internal illumination is deemed appropriate considering the location of the building and other illuminated signs in the area.

At the main entrance to the shop information display signs would be positioned with Welcome and Services information. These would be non-illuminated and would display general information such as opening times. These are considered to be appropriate and a useful point of information for customers.

Permission is also sought for the display of vinyl window graphics on the bottom of the four of the windows. The size and location of the vinyls do not limit visibility into the shop as they are in line with the barriers to the front of the building. There are plain opaque vinyls already in place.

Amenity

The sign does not obscure any architectural features of the building and are considered acceptable in terms of proportions and design.

It is not considered that the sign would be unduly obtrusive in the street scene or disturb residents or occupiers.

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: Grant Advertisement Consent

Consent is sought for a period of two years; however the standard 5 year consent is considered to be justified and is therefore granted.

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