

Delegated Report

Expiry Date:

24/12/2012

Officer

Carlos Martin

Application Number(s)

2012/5742/A

Application Address

41 Fortune Green Road
London
NW6 1DR

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Display of an internally illuminated fascia sign and two vinyl signs to front elevation.

Consultations

Summary of consultation responses:

n/a

Site Description

The application site is a newly completed part 4, part 5 storey mixed use development in residential use on the upper floors and commercial units on the ground floor. The site does not lie within a conservation area.

Relevant History

2010/4455/A: AC granted for the display of internally illuminated fascia and projecting sign.

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

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)

Assessment

Proposal: the application relates to an internally illuminated fascia sign and two vinyl signs applied to the front elevation of the gym's entrance. 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.

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 and DP24 of the Local Development Framework the application is therefore recommended for approval.

Disclaimer

This is an internet copy for information purposes. If you require a copy of the signed original please telephone Contact Camden on (020) 7974 4444