

Delegated Report

Expiry Date:

11/09/2012

Officer

Connie Petrou

Application Number(s)

2012/3662/A

Application Address

84 Parkway
London
NW1 7AN

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Display of 1 x non-illuminated fascia sign.

Consultations

Summary of consultation responses:

None

Site Description

The site is located on the north side of Parkway and relates to a three storey terraced property. The ground floor unit is the subject of this application.

Relevant History

None

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)

Assessment

Proposal

The application relates to 1 x fascia sign.

The sign was amended during the course of the application to remove the internal illumination of the fascia sign. An internally illuminated box sign was not considered appropriate in this particular section of the conservation area where the majority of signage is externally illuminated.

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 fascia sign has been designed as a single piece and has the potential to look quite bulky and obtrusive. However, given its modest size and the removal of the internal illumination the sign is acceptable in terms of proportions and design. The sign does not obscure any architectural features of the building and is considered to preserve and enhance the appearance of the building and wider 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 advert is in general compliance with policies CS14, DP24 and DP25 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