

Delegated Report		Expiry Date:	02/10/2012
Officer		Application Number(s)	
Carlos Martin		2012/4121/A	
Application Address		Application Type	
Scope 214 West End Lane London NW6 1UU		Advertisement Consent	
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s)
			Grant Advertisement Consent
Proposal(s)			
Installation of 1 x non illuminated fascia sign and 1 x non illuminated projecting sign to front of shop (class A3)			
Consultations			
Summary of consultation responses:		n/a	
Site Description			
A 4 storey terraced building on the east side of West End Lane, with ground floor retail shop and residential units above. The site lies within the West End Lane District Shopping and Service Centre and within the West End Green Conservation Area. It is not listed.			
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 a non-illuminated fascia sign and one non-illuminated projecting box sign.

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 advert is 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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