

Delegated Report

Expiry Date:

12/09/2012

Officer

Fergus Freeney

Application Number(s)

2012/3753/A

Application Address

15 Shorts Garden's
London
WC2H 9AT

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Display of non-illuminated 1 x hanging sign (Class A1).

Consultations

Summary of consultation
responses:

N/A

Site Description

The site is located on the north side of Short's Gardens. It comprises a 6 storey terraced building with retail at ground level. The site is not listed, but is within the Seven Dials Conservation Area.

Relevant History

No recent history at the site

Relevant history in Seven Dials

Short's Garden's

21-31 (2010/3091/A) - Details of two non-illuminated projecting signs to side and front elevations at first floor level to replace existing projecting sign on front elevation. *Approved 03/08/2010*

Monmouth Street

1 (2010/4695/A) - Display of 1 x non illuminated hanging sign to front elevation of existing building (Class A1). *Approved 15/10/2010*

15 (2011/4194/A) - Display of 1x non-illuminated projecting sign at first floor level. *Approved 13/10/2011*

23 (2010/3072/A) - Erection of a non-illuminated hanging sign to front of existing shop (Class A1). *Approved 11/08/2010*

35-37 (2010/1351/A) - Display of two non-illuminated hanging signs to front elevation. *Approved 09/05/2010*

53 (2011/4406/A) - Display of 1x non-illuminated hanging sign at first floor level. *Approved 25/10/2011*

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)

Seven Dials Conservation Area Statement

Assessment

Proposal

The application relates non-illuminated hanging 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 sign does not obscure any architectural features of the building and is considered acceptable in terms of proportions and design. It consists of a traditional non-illuminated hanging sign and wrought iron bracket – a number of which have been approved in the Seven Dials area recently (see planning history above for a selection of approvals)

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:

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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