

Delegated Report		Analysis sheet		Expiry Date:		12/09/2012	
		N/A / attached		Consultation Expiry Date:		22/08/2012	
Officer				Application Number(s)			
Fergus Freaney				1) 2012/3006/P 2) 2012/3652/A			
Application Address				Drawing Numbers			
7 Harben Parade Finchley Road London NW3 6JP				See decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
1) Alterations to existing ground floor shopfront in connection with existing retail use (Class A1). 2) Display of backlit fascia and two internally illuminated projecting signs.							
Recommendation(s):		1) Grant Planning Permission 2) Grant Advertisement Consent					
Application Type:		Full Planning Permission					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		Site notice: 01/08/2012 – 22/08/2012					
CAAC/Local groups* comments: *Please Specify		No CAAC or statutory local groups.					

Site Description

The site is located on the south west side of Finchley Road. It comprises a large mixed use building with retail at ground floor level.

The site is not listed and is not within a conservation area.

Relevant History

2003/2323/A - The installation of internally illuminated projecting and fascia signage. *Approved 07/10/2003*

2003/2311/P - The installation of a new shopfront to the existing ground floor shop unit. *Approved 22/10/2003*

Relevant policies

LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth and development

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

Camden Planning Guidance 2011

Assessment

Proposal:

Permission is sought for alterations to the shopfront and the display of an internally illuminated fascia sign and 2x internally illuminated projecting signs.

Assessment:

Design

The proposal is considered to be acceptable. The entrance to the shopfront would be altered to be flush with the building line, the existing recess is not considered to be an important feature worthy of preservation. The shopfront is of a modern design and the alterations to the entrance would be in keeping with the design and appearance of the host building and neighbouring shops.

Amenity

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

Only the lettering and logo detailing would be illuminated which is considered acceptable in this part of Finchley Road which is a busy thoroughfare with many examples of illuminated signage.

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: 1) Grant Planning Permission; 2) Grant Advertisement Consent

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