

Delegated Report (Members Briefing)		Analysis sheet		Expiry Date:	18/06/2012
		N/A / attached		Consultation Expiry Date:	n/a
Officer			Application Number(s)		
Carlos Martin			2012/1731/A		
Application Address			Drawing Numbers		
40 BERNARD STREET LONDON WC1N 1LE			Refer to draft decision notice		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		
Proposal(s)					
Display of 1x internally illuminated fascia sign, 1x internally illuminated projecting sign and 2x vinyl signs applied to windows, to existing shopfront (Class A1).					
<u>Recommendation(s):</u>		Grant			
Application Type:		Advertisement Consent			

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:	n/a					
CAAC/Local groups* comments: <small>*Please Specify</small>	<p>1 objection from the Marchmont Association: objects to the vinyl adverts.</p> <p><i>Officer's comments: The proposal has been amended to remove all the vinyl adverts except the two at either side of the main entrance (originally, they covered all the shopfront's windows). These two remaining vinyl adverts are not considered to be excessive given the length of the existing shopfront and would not cause any visual harm on the streetscene.</i></p> <p><i>White vinyl has been applied to the remaining windows. However, this does not require advertisement consent and it can not be considered as part of this application. The Council is seeking to control the matter under planning regulations on the basis that it constitutes a material alteration to the external appearance of the building. The purpose of the vinyl is to obscure the back of shelves etc; however, the Marchmont Street Association's comment is a valid one and we will seek to negotiate a more acceptable solution with less of the views into the building obscured as a separate matter. An informative is included to draw this matter to the applicants' attention.</i></p>					

Site Description

Ground floor supermarket with residential above within a large mixed use building located on the north-west corner of Bernard Street and Marchmont Street. The site is not listed and is not located within any conservation area. The proposal has already been implemented.

Relevant History

2004/3023/A: AC granted for the display of externally illuminated fascia sign and two internally illuminated projecting signs. (Tesco store)

2005/5041/A: AC granted for the display of an internally illuminated fascia and an internally illuminated projecting sign. (STA travel unit located at the same address).

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

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Camden Planning Guidance 2011 (as amended)

Assessment

1.0 Proposal

1.1 The application relates to an internally illuminated fascia sign and one internally illuminated projecting box sign along with vinyl signs on the glazed shopfront.

1.2 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.

2.0 Amenity

2.1 The proposed 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 are unduly obtrusive in the street scene or disturb residents or occupiers. The internal illumination is considered acceptable given that the site is not located within any conservation area.

3.0 Public Safety

3.1 The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

4.0 Recommendation:

4.1 The proposed adverts are in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework and the application is therefore recommended for approval.

DISCLAIMER

Decision route to be decided by nominated members on Monday 18th June 2012. For further information please click [here](#).