

<b>Delegated Report</b>			<b>Expiry Date:</b>	16/05/2012
<b>Officer</b>			<b>Application Number(s)</b>	
Carlos Martin			2012/1761/A	
<b>Application Address</b>			<b>Application Type</b>	
Costa Coffee 96 Finchley Road London NW3 5EL			Advertisement Consent	
<b>1<sup>st</sup> Signature</b>	<b>2<sup>nd</sup> Signature (If refusal)</b>	<b>Conservation</b>	<b>Recommendation(s)</b>	
			Grant Advertisement Consent	
<b>Proposal(s)</b>				
Installation of two awnings with advertising to front elevation of existing Coffee shop on the west side of building.				
<b>Consultations</b>				
<b>Summary of consultation responses:</b>				
<b>Site Description</b>				
The site is a six storey cinema building located on a triangle site surrounded by Finchley Road, Avenue Road and Adelaide Road. It does not lie within a conservation area but is within the Swiss Cottage/Finchley Road Town Centre.				
<b>Relevant History</b>				
2011/0955/A The display of eight signs including five internally illuminated fascia signs, one externally illuminated fascia sign and two internally illuminated projecting signs to cinema. Granted 27/04/2011				
2011/1370/P Change of use of part ground floor from cinema (Class D2) to coffee shop (Class A1) with retained D2 use on all other floors. Granted 23/05/2011				
2011/1921/A: Display of a non-illuminated hoarding sign to front elevation at first floor level and a non-illuminated hoarding sign to side elevation at second floor level for a temporary period until 15 August 2011. Granted 27/05/2011				
<b>Relevant policies</b>				
<b>LDF Core Strategy and Development Policies</b>				
CS5 – Managing the impact of growth				
CS14 – Promoting high quality places and conserving our heritage				
DP24 – Securing high quality design				
DP26 – Managing the impact of development on occupiers and neighbours				
<b>Town and Country Planning (Control of Advertisements) (England) Regulations 2007</b>				
<b>Camden Planning Guidance 2011 (as amended)</b>				

## **Assessment**

### **Proposal**

The application relates to a manually operated retractable fabric awning in burgundy colour with the company's logo in white lettering.

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 awning does not obscure any architectural features of the building and is considered acceptable in terms of proportions and design. It is not considered that the awning would be unduly obtrusive in the street scene or disturb residents or occupiers.

### **Public Safety**

The location of the awning 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**

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