

Delegated Report

Expiry Date:

06/01/2012

Officer

David Glasgow

Application Number(s)

2011/5570/A

Application Address

10 JAMESTOWN ROAD
LONDON
NW1 7BY

Application Type

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s)

Grant Advertisement Consent

Proposal(s)

Display of 1x internally illuminated fascia sign, 1x internally illuminated hanging sign and 3x awnings at ground floor level.

Consultations

Summary of consultation responses:

N/A

Site Description

The building is located in the Camden Town Centre and is not in a conservation area, although the Regent's Canal Conservation Area runs along its north and west edge.

Relevant History

2011/1846/P: Details of new windows and shopfronts pursuant to condition 5a of planning permission dated 11/08/10 (Ref: 2010/2136/P) for change of use and works to convert the existing office building (B1) to a mix of uses to include retail/restaurant units (A1- A3) at ground floor level, office space (B1) at first and second floor level, 9 x residential units (C3) at third and fourth floor levels, with associated external alterations and extension. Refused 08/06/2011.

2010/5735/P: Submission of details of plan, elevation & section drawings of all new windows and shopfronts pursuant to condition 5(A) of planning permission dated 11/8/10 (Ref No. 2010/2136/P) for (Change of use and works to convert the existing office building (B1) to a mix of uses to include retail/restaurant units (A1- A3) at ground floor level, office space (B1), at first and second floor level, 9 x residential units(3 x 1 bed, 3 x 2 bed & 3 x 3 bed) (C3) at third and fourth floor levels, with associated external alterations including an extension at roof level to create an additional storey, a single storey extension at ground floor level to the front of the building and elevational alterations). Part granted/part refused 21/12/2010.

2010/2136/P: Change of use and works to convert the existing office building (B1) to a mix of uses to include retail/restaurant units (A1- A3) at ground floor level, office space (B1), at first and second floor level, 9 x residential units(3 x 1 bed, 3 x 2 bed & 3 x 3 bed) (C3) at third and fourth floor levels, with associated external alterations including an extension at roof level to create an additional storey, a single storey extension at ground floor level to the front of the building and elevational alterations). Granted 11/08/2010.

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 fascia sign with internally illuminated letters, an externally illuminated hanging sign and three retractable awnings.

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. The large setback of the building from the highway and small projection of the awnings ensures they would not result in excessive visual clutter in the street scene.

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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