Delegated Report	Analysis sheet	Expiry Date:	05/01/2011
	N/A / attached	Consultation Expiry Date:	n/a

Officer	Application Number(s)
Fergus Freeney	2010/6056/A

Application Address	Drawing Numbers
Westmont, 122 - 126 Fortune Green Road London NW6 1DN	See decision notice

PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature

Proposal(s)

Display of building name in the form of non-illuminated individual letters to the front elevation at ground floor level of existing nursing home (Class C2).

Recommendation(s):	Grant Advertisement Consent
Application Type:	Advertisement Consent
Conditions or Reasons for Refusal: Informatives:	Refer to Draft Decision Notice

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: *Please Specify	n/a

Site Description

The site comprises a four storey nursing home (C2 Use Class) located on the eastern side of Fortune Green Road. It is not within a conservation area, however the neighbouring property at 128 Fortune Green Road is a Grade II Listed Building.

Relevant History

2010/0717/P - Replacement of existing aluminium windows with new white uPVC windows; and replacement of existing timber sash windows to conservatory with new white uPVC windows to a nursing home (Class C2). *Granted 30/3/2010*

Relevant policies

LDF Core Strategy and Development Policies

CS1 – Distribution of Growth
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

Camden Planning Guidance 2006

Assessment

Proposal: Permission is sought for the replacement of existing, non illuminated lettering at the front of the building with the name of the property (Sidney Corob House). The existing lettering is non illuminated brushed metal; the proposed would be similar in appearance. The individual letters would be approximately 23cm tall and would span a total width of 2.75m. The lettering would be positioned approximately 2m above ground level. The building number will also be displayed on a low wall to the front of the property. The exact position has not been specified; however, the number would be 23cm by 47cm and would therefore benefit from Deemed Consent Under Class 2 of the Advert Regulations.

Assessment: London Borough of Camden UDP 2006 advises that advertisements need to respect the predominant character of the neighbourhood. This is reiterated in Camden's Planning Guidance which states that signs should integrate with form, fabric design and scale of the host building/setting.

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to consider amenity and public safety matters in determining advertisement consent applications.

The proposed lettering is similar in appearance and dimensions to the existing and is considered to comply with Camden Planning Guidance in that it respects character and setting of the host building.

The proposed lettering and numbering is to be non-illuminated and is adequately sized and located so as not to impact on the amenity of neighbours, highway safety or on the neighbouring listed building (128 Fortune Green Road).

Recommendation: Grant Advertisement Consent.