

Delegated Report		Analysis sheet		Expiry Date:		08/10/2010	
		N/A / attached		Consultation Expiry Date:		n/a	
Officer				Application Number(s)			
Carlos Martin				2010/4040/A			
Application Address				Drawing Numbers			
131 Finchley Road London NW3 6JA				Refer to draft decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of one internally illuminated fascia sign and one internally illuminated projecting sign to the street elevation of the existing bank (Class A2).							
Recommendation(s):		Grant consent					
Application Type:		Advertisement Consent					
Conditions:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:	No. notified	00	No. of responses No. electronic	00 00	No. of objections	00	
Summary of consultation responses:	n/a						
Local groups comments:	None received.						
Site Description							
The application site relates to A2 (bank) premises, located at street level on the western side of Finchley Road. The bank occupies 2 consecutive commercial frontages.							
The site is located in the Swiss Cottage/ Finchley Road Town Centre and is not in a conservation area.							
Relevant History							
May 2010 – Permission granted for the installation of new shopfront to existing bank (Class A2). Ref. 2010/1007/P							
April 2010 – Consent granted for the display of one internally illuminated fascia sign and one internally illuminated projecting sign to the street elevation of the existing bank. Ref. 2010/0997/A.							
December 1992 – Consent granted for the display of an internally illuminated fascia sign and two cash dispenser signs. Ref. 9280217.							
December 1992 – Permission granted for the retention of a new shopfront and two automatic cash dispensing machines. Ref. 9201218.							

Relevant policies

Replacement Unitary Development Plan 2006

B1 General design principles

B4(B) Advertisements and signs

Camden Planning Guidance (2006)

LDF Core Strategy and Development Policies

The Inspector's Report into the Camden Local Development Framework Core Strategy and Development Policies Development Plan documents ("DPD"s) was published on 13th September and found the policies in the DPDs to be sound. This means "considerable weight" can now be given to these LDF policies even though at this stage they have yet to be formally adopted by the Council. Where there is a conflict between UDP policies and these LDF policies the Planning Inspectorate would consider it reasonable to follow the latter. However prior to formal adoption UDP policies should still be taken into account as the Council's adopted Development Plan.

LDF Core Strategy

CS14 Promoting high quality places and conserving our heritage

Development Policies Development Plan

DP24 Securing high quality design

DP30 Shopfronts

Assessment

Advertisement consent is sought for the display of 1 internally-illuminated replacement fascia sign and 1 internally illuminated replacement projecting sign. The fascia sign has already been put up; although according to the applicants, the builders have erected the wrong one, which will be replaced shortly.

Description

The proposed fascia sign comprises internally illuminated blue text (individual letters only) with accompanying internally illuminated company logo; the round internally-illuminated replacement projecting sign would contain an image of the company logo in blue against a navy background.

The application is a resubmission of a similar previously approved scheme (ref 2010/0997/A). The current scheme incorporates a 60mm deep champagne colour fascia board running across both parts of the existing shopfront with engraved lettering, and a smaller size projecting sign.

Assessment

The previous scheme was considered acceptable in terms of size and location and visually appropriate. The new champagne fascia board would respect the existing separation between the two shopfronts and would not be unduly dominant; therefore, it would not have a detrimental impact on the appearance of the host building or on the surrounding area.

The proposed signs are not considered to cause any harm to residential amenity or to have a detrimental impact on public safety nor to be hazardous to vehicular or pedestrian traffic and are therefore consistent with Policy B4b

Recommendation: Grant

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