

Delegated Report		Analysis sheet		Expiry Date:		03/09/2010	
		N/A / attached		Consultation Expiry Date:		N/A	
Officer				Application Number			
Aysegul Olcar-Chamberlin				2010/2339/A			
Application Address				Drawing Numbers			
Unit 9 Northways Parade London NW3 5EN				See decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal							
Display of internally illuminated fascia sign and internally illuminated projecting sign to retail unit (Class A1).							
Recommendation:		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						
CAAC/Local groups comments:	N/A						
Site Description							
The application site is a ground floor shop beneath a mansion block on the east side of Finchley Road in the Finchley Road town centre. The site is not in a conservation area.							
Relevant History							
<p>1 Northways Parade – Consent (ref: 8480137) was granted on 29/08/1984 for the display of: (1)Two internally illuminated fascia box signs one of 0.8m x 1.2m and one of 5.1m x 1.2m and comprising perspex panels with cut-out letters.</p> <p>4 Northways Parade - Consent (ref: 2008/2936/A) was granted on 10/09/2008 for the retention of internally illuminated (lettering only) fascia sign in connection with existing restaurant (Class A3).</p> <p>8 Northways Parade – Consent (ref: 8580043) was granted on 20/03/1985 for the display of an internally illuminated fascia box sign measuring 0.81m x 2.44m with an overall height to the top edge of 3.40m above pavement.</p> <p>10/11 Northways Parade – Consent (ref: 8580199) was granted on 28/08/1985 for the display of an internally illuminated fascia box sign measuring 10.6m x 0.762m.</p> <p>21 Northways Parade – Consent (ref: 2006/4315/A) was granted on 16/11/2006 for the Display of internally illuminated fascia and projecting sign in connection with existing ground floor level retail shop (Class A1).</p> <p>29 Northways Parade – Consent (ref: 2006/2412/A) was granted on 8/09/2006 for the display of an internally illuminated fascia sign (in connection with the change of use of the ground floor from Class A1 retail to a Class D1 dental practice).</p>							

6 Harben Parade - Consent (2007/5773/A) was granted on 21/12/2007 for the display of internally illuminated fascia sign (5050mm x 960mm) and projecting sign (900mm x 720mm).

Relevant policies

Replacement Unitary Development Plan 2006

SD6 – Amenity for occupiers and neighbours

B1 – General design principles

B4 – Shopfronts, advertisements and signs

Camden Planning Guidance 2006

Advertisement and Signs

LDF Core Strategy and Development Policies

As the draft LDF Core Strategy and Development Policies documents have now been published, they are material planning considerations. However, as a matter of law, limited weight should be attached to them at this stage.

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP26 – Managing the impact of development on occupiers and neighbours

DP30 - Shopfronts

Assessment

Proposal:

The proposal is for an internally illuminated fascia sign measuring 900mm in height and 3900mm in width and an internally illuminated projecting sign measuring 900mm in height and 750mm in width.

Both the fascia sign and projecting sign would have mainly black texts against yellow background.

Design and impact on street scene:

Northways has two large mansion blocks with ground floor infill in between. There is an assortment of shopfronts and signage in the parade beneath the mansions, and a number of the signs are internally illuminated.

The proposed fascia sign is considered to be appropriately positioned at fascia height and its proportions and form would well relate to the adjoining fascias. The projecting sign would also be appropriately positioned at fascia level and would not clutter the streetscene or harm the appearance of the host building.

The property is not within a conservation area, so internal illumination does not in itself raise any design issues.

It is considered that the proposed signs would integrate well with the design of the host building and treatment of other shopfronts in the parade and are in accordance with the aims of relevant policies and design guidelines.

Amenity and public safety:

The projecting and fascia signs would be 2.6m above the pavement level and therefore they would not have an impact on public safety.

Given the height, positioning and size of the signs and the fact that the site is on a classified road which carries high volume of traffic, the illumination is unlikely to adversely impact on residential amenities of the flats above the shops on Northway Parade and the opposite side of Finchley Road.

The proposed signs, by reason of their positioning, size and illumination details would not be likely to harm the visual or neighbour amenities, or be prejudicial to pedestrian and traffic safety.

Recommendation: Grant consent.

Disclaimer

This is an internet copy for information purposes. If you require a copy of the signed original please contact the Culture and Environment Department on (020) 7974 5613