

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		21/04/2010	
		N/A / attached		<b>Consultation Expiry Date:</b>		N/A	
<b>Officer</b>				<b>Application Number(s)</b>			
Max Smith				2010/0477/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
208 West End Lane London NW6 1UY				See decision notice			
<b>PO 3/4</b>		<b>Area Team Signature</b>		<b>C&amp;UD</b>		<b>Authorised Officer Signature</b>	
<b>Proposal(s)</b>							
Display of two internally illuminated fascia signs and two internally illuminated projecting signs.							
<b>Recommendation:</b>		Grant advertisement consent					
<b>Application Type:</b>		Advertisement Consent					
<b>Conditions:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	<b>00</b>	No. of responses No. electronic	<b>00</b>	No. of objections	<b>00</b>
<b>Summary of consultation responses:</b>		N/A					
<b>CAAC/Local groups comments:</b>		N/A					

## Site Description

The application site is a bank occupying a corner premises at the end of a parade of shops with a designated Town Centre. The site is in the West End Lane/Parsifal Road conservation area.

## Relevant History

AWX0003049: Display of externally illuminated fascia signs, and non-illuminated projecting globe and nameplate signs. Granted 04/06/2001.

## Relevant policies

### Camden Replacement Unitary Development Plan 2006

SD6 – Amenity for occupiers and neighbours  
B1 – General Design Principles  
B4 – Shopfronts, advertisements and signs  
B7 - Conservation areas

### LDF Core Strategy and Development Policies

CS5 Growth and development  
CS14 Built environment  
DP24 High quality design  
DP25 Heritage  
DP26 Impact of development on neighbours  
DP30 Shopfronts

*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.*

### Camden Planning Guidance 2006: Advertisements and signs.

## Assessment

### Proposal

- 1) Two fascia signs to a bank would replace two existing fascia signs.
- 2) Two new projecting signs would be installed (one replacing an existing projecting sign).

### Main Issues

The visual impact of the proposal and whether there would be any impact on public or highway safety.

### Visual Amenity

The proposed fascia signs would be of a similar scale to the existing fascias. Only the lettering and logo would be illuminated, complying with Camden's Planning Guidance.

The projecting signs would be internally illuminated. However, this is considered acceptable on account of their modest scale. Two projecting signs are considered justified as the bank has frontages onto two streets.

In summary, the advertisements are considered to be of an appropriate scale and design, in accordance with Policy B4 and would preserve the character and appearance of the conservation area in accordance with policy B7.

### Public Safety

The projecting signs are sufficiently clear of the pavement and set back as to not have an impact on pedestrian movement along the street. The signs would be unlikely to be a distraction to motorists.

There would be no adverse impact on neighbouring properties.

Recommendation: Grant advertisement consent.

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