

Delegated Report		Analysis sheet		Expiry Date:		08/04/2010	
		N/A		Consultation Expiry Date:		11/02/2010	
Officer				Application Number(s)			
Eimear Heavey				2010/0442/A			
Application Address				Drawing Numbers			
321 Finchley Road London NW3 6ED				Refer to draft decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of 3 internally illuminated fascia signs to the shop front (Class A1).							
Recommendation(s):		Grant Advertisement Consent					
Application Type:		Advertisement Consent					
Conditions or Reasons for Refusal:		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: <small>*Please Specify</small>	N/A						
Site Description							
The application site comprises the ground floor level of an existing mixed use 5 storey building on the eastern side of Finchley Road, close to its junction with Lymington Road. The property is not listed nor is it located within a Conservation Area, it is however, located within a town centre and along a red route.							
Relevant History							
Planning permission PWX0103325 granted on 08/11/2001 for the <i>Redevelopment of the site by the erection of 4 new buildings to accommodate 53 residential units for use as affordable housing and 56 private residential units, commercial space for use for purposes within the A1, A2, A3, or B1 Use Classes, together with an underground car park, community centre and landscaping. The subject works relate to building 'C' approved as part of this development.</i> Building 'C' has been substantially finished, with residential accommodation at the upper levels being completed, however the ground floor is yet to be completed and had been boarded up at street level for this interim period.							
Advertisement consent 2006/4135/A granted on 15/11/2006 for the display of 3 externally illuminated shopfront signs.							

Relevant policies

Set out below are the UDP policies that the proposals have primarily been assessed against, together with officers' view as to whether or not each policy listed has been complied with. However it should be noted that recommendations are based on assessment of the proposals against the development plan taken as a whole together with other material considerations.

London Borough of Camden Replacement UDP 2006

SD1 – Access for all

SD6 – Amenity for Occupiers and Neighbours

SD7a – Light Pollution

B1 – General Design Principles

B4b – Advertisements and Signs

Camden Planning Guidance

LDF Core Strategy and Development Policies

Core Strategy Proposed Submission

CS16 - Improving Camden's health and well-being

CS17 – Making Camden a safer place

Core Development Policies Proposed Submission

DP24 - Securing high quality design

DP26 – Managing the impact of development on occupiers and neighbours

DP30 - Shopfronts

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.

Assessment

Proposal

Advertisement consent is sought for the display of 3 internally illuminated fascia signs to the shop front (Class A1).

Main Planning Considerations

- The impact of the proposed signage on the character and appearance of the building and its surroundings;
- The impact of the proposed signage on public safety and residential amenity.

Assessment:

Camden Planning Guidance states that advertisements will only be acceptable at a height no greater than fascia level as advertisements above fascia level can appear visually obtrusive and unattractive.

- The application seeks advertisement consent for the display of 3 internally illuminated fascia signs (2 on north and 1 on north-east elevation). The signs would be internally illuminated with white acrylic text on a black background. The signs would each have dimensions of 3284mm x 637mm and would project from the fascia by approximately 150mm.
- It is noted that the existing signage panels and fascia down-lighters and will be removed.
- While it is acknowledged that three signs is a considerable amount of signage, and the signs will project ever so slightly above fascia level, the proposal is considered acceptable given the substantial length of the two frontages and the fact that each of the individual letters will be internally illuminated and not the entire sign. The signs are evenly spaced, and given the substantial length of the elevation would not result in visual clutter.
- The proposal is considered to be respectful of the character and appearance of the host building, to be unobtrusive in the surrounds and in no way detrimental to the amenity of surrounding properties. The works are considered to have appropriate regard for relevant policies of the Replacement UDP 2006 (Policies SD7 and B4).

RECOMMENDATION: Grant advertisement consent.

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