

Delegated Report		Analysis sheet		Expiry Date:		05/04/2010	
		N/A / attached		Consultation Expiry Date:		n/a	
Officer				Application Number(s)			
Rob Tulloch				2010/0231/A			
Application Address				Drawing Numbers			
Vitsoe 4 Centric Close London NW1 7EP				See decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of externally illuminated sign to existing warehouse (Class B8)							
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	00	No. of objections	00	
			No. electronic	00			
Summary of consultation responses:	None notified						
CAAC/Local groups* comments: *Please Specify	None notified						

Site Description

The site is a warehouse which forms one of six industrial units in Centric Close which back onto the Euston branch of the London Overground railway line. It does not lie within a conservation area.

Relevant History

2005/3712/A Display of internally illuminated signage above existing front roller shutter door. Granted 21/10/2005

8580242 The display of an internally illuminated fascia sign measuring 13ft x 4ft 6ins at 1st floor level on the western elevation of the unit. Granted 11/12/1985

8480100 The display of a "micro sign" intermittently illuminated advert board sized 2700mm x 500mm on the rear elevation of Units 3 4 and 5. Granted 11/07/1984

Relevant policies

Replacement Unitary Development Plan 2006

B4 Shopfronts, advertisements and signs

Camden Planning Guidance

Adverts

Hoardings

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

Advertisement consent is sought for the display of an externally illuminated sign on the rear elevation of the premises. The main issues are amenity and safety.

Amenity

The proposed sign would be displayed on the rear elevation of the premises and measures 7500mm (w) x 2000mm (h) and would be 3500mm above ground level at its base. It would be externally lit by a trough light projecting 395mm from the rear wall of the premises. The sign itself would be made out of fabric and display an image of the shelving system the company sells.

The proposed sign is large, but the host building is 23 metres wide and 7 metres high and is one of six industrial units in Centric Close which back onto the Euston branch of the London Overground railway line. Together they form a long (90m), largely featureless, metal clad elevation that sits on top of the brick railway cutting wall. As such the proposed advert's design, location and scale do not detract from the appearance of the building or its setting thereby complying with policy B4 of the current development plan.

Although the sign will advertise the business carried out on the premises, it would have the appearance of a hoarding. The Council's planning guidance states that hoardings can be acceptable in areas where there are a mix of uses, or in predominantly commercial areas, where they satisfactorily relate to the scale of the host building and its surroundings. As the proposal will not damage views or obscure light, project above the roof, or obscure architectural features it is considered to comply with the Council's guidance.

The closest residential buildings are 40 metres away, on the other side of the railway line, as such the amenity of adjoining occupiers in terms of outlook or light pollution, is not considered to be harmed by

the proposal. There would be an extremely limited view of the sign from Gloucester Avenue through the gap between Darwin Court and 36 Gloucester Avenue which is partially obscured by an electricity substation.

Therefore proposed signage is not considered to harm amenity and complies with the Council's planning guidance and policy B4B (Advertisements and signs).

Safety

Due to its location, the proposed signage would not affect the safety of pedestrians or road traffic.

Recommendation

Grant Advertisement Consent

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