

Delegated Report		Analysis sheet		Expiry Date:		16/02/2010	
		N/A / attached		Consultation Expiry Date:		n/a	
Officer				Application Number(s)			
Rob Tulloch				2010/0079/A			
Application Address				Drawing Numbers			
37-63 Fortune Green Road London NW6 1DR				See decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Display of 2x internally illuminated projecting signs to front elevation.							
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:		No responses received					
CAAC/Local groups* comments: *Please Specify		No responses received					

Site Description

The application site is a newly completed part 4, part 5 storey mixed use development in residential use on the upper floors and five commercial units on the ground floor. The site does not lie within a conservation area.

Relevant History

2003/1858/P Redevelopment of existing public house, shop units, showroom/garage & petrol station by the erection of a part 4, part 5 storey building plus basement & sub-basement to provide a gym (Class D2) at part basement & part ground floor, 5 ground floor commercial units (Class A1, A2 or A3 use), 22 affordable residential units at 1st-3rd floors & 50 private residential units at 1st-4th floor levels, plus 82 ancillary parking spaces. Appeal allowed 17/02/2005

Relevant policies

Camden Replacement Unitary Development Plan 2006

B4 (Advertisements and signs)

Camden Planning Guidance (2006)

Advertisements

Assessment

The proposal is for two internally illuminated projecting signs to the front elevation. The proposed plans also include internally illuminated letters to the fascia, signage behind the shopfront, an ATM machine and ramraid bollards.

The fascia signage benefits from deemed consent under Class 4(B) of the Town and Country Planning (Control of Advertisements) Regulations 2007 due to its size and the fact that the site is not in a conservation area. The internal signage benefits from deemed consent under Class 12 because it is within a metre of a window.

The ATM machine and ramraid bollards do not require advertisement consent and are subject to a separate application for planning permission.

Amenity

The proposed projecting signs are to be constructed from aluminium with acrylic lettering. Each sign would be 800mm wide, 600mm high and 100mm deep, both signs would project 850mm from the fascia. One sign would have a base to ground level height of 3700mm, the other 3150mm due to the site being on a slope. The letters would be internally illuminated to a level of 120cd/m².

Due to the proposed projecting signs' size, location and method of illumination the proposed signs are not considered to harm the appearance of the host building or the street scene, nor would they be considered harmful the amenity of adjacent residential occupiers.

Safety

The size, location and method of illumination are not considered to be hazardous to vehicular traffic.

As such, the proposal complies with policy B4 (Advertisements and signs) of the Camden Replacement Unitary Development Plan 2006 and the Camden Planning Guidance 2006.

Recommendation

Grant Advertisement Consent

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