

Delegated Report		Analysis sheet		Expiry Date:		10/02/2010	
		N/A		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
David Peres Da Costa				2009/5778/A			
Application Address				Drawing Numbers			
196 Kentish Town Road London NW5 2AE				Refer to draft decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
Display of one internally illuminated fascia sign and one internally illuminated projecting sign to retail unit (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	00	No. of objections	00
				No. electronic	00		
Summary of consultation responses:		N/A					
CAAC/Local groups* comments: <small>*Please Specify</small>		N/A					
Site Description							
The application site is a 3 storey building on the eastern side of Kentish Town Road close to the junction with Gaisford Street. The ground floor is commercial with residential above. The site is located in Kentish Town town centre.							
Relevant History							
9580189: Display of an internally illuminated double sided projecting box sign 75cm by 70cm and internally illuminated fascia box sign. <u>Granted</u> 09/02/1996 2006/5739/A: Display of internally illuminated projecting sign at fascia level of retail premises (A1). <u>Granted</u> 27/02/2007							

Relevant policies

London Borough of Camden Replacement Unitary Development Plan 2006

SD6 – Amenity for Occupiers and Neighbours

B1 – General Design Principles

B4 – Shopfronts, advertisements and signs

Camden Planning Guidance

Assessment

Proposal: The application seeks advertisement consent for the display of a fascia sign with an internally illuminated acrylic lozenge and an internally illuminated projecting sign. The lozenge, measuring approximately 0.86m x 0.6m will display the text 'Boots' in white on a blue background and will be centrally positioned. The lozenge will be illuminated by fluorescent tubes. The projecting sign will be a green cross 'medical' symbol measuring approximately 0.59m x 0.57m and will be internally illuminated by LEDs.

The proposal also shows the display of applied vinyl symbol / text on the fascia. These are not illuminated and therefore do not require express advertisement consent.

Assessment: The fascia lozenge will effectively replace an existing internally illuminated fascia sign of similar size and position. The projecting sign also replaces an existing internally illuminated projecting sign, though of different design. The signs are considered acceptable in terms of their size, location and method of illumination. The signs are considered suitable in terms of proportion and design in relation to the shopfront. The proposed signs raise no amenity concerns or public safety concerns.

Recommendation: Grant advertisement consent.

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