

Delegated Report		Analysis sheet		Expiry Date:		25/12/2009	
		N/A		Consultation Expiry Date:		30/10/2009	
Officer				Application Number(s)			
Eimear Heavey				2009/4987/A			
Application Address				Drawing Numbers			
57 Regents Park Road, London, NW1 8XD				Refer to draft decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
Display of externally illuminated fascia sign and externally illuminated hanging sign to restaurant							
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							
<p>The application site comprises an existing 3-storey terraced property located on the west side of Regents Pk. Rd. south west of Chamberlain St & Sharples Hall St. & north of St. Georges Mews. The upper floors of the building appear to be in residential use whilst the ground floor has restaurant use (Class A3).</p> <p>The property is not listed but is located within Primrose Hill Conservation Area and has been identified in the Conservation Area Statement as being a positive contributor to the Conservation Area. The site is also located within a designated neighbourhood centre.</p>							
Relevant History							
<p>2006/0154/P – Planning permission was <i>granted</i> in March 2006 for the installation of new timber sliding sash window and downlighting lamps to the shopfront of the existing restaurant (Class A3). Associated advertisement consent application (ref:2006/0270/A) granted in March 2006 for externally illuminated fascia and projecting signs in connection with the shopfront alterations.</p> <p>2004/4609/P - Planning permission was <i>granted</i> in November 2004 for the installation of high-level fume ventilation ducting to the rear of existing hot food takeaway.</p> <p>8803528 – Planning permission was <i>granted</i> in May 1988 for change of use to hot food takeaway.</p>							

Relevant policies

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

B7 – Conservation Areas

Camden Planning Guidance

Primrose Hill Conservation Area Statement

Assessment

Proposal

Advertisement consent is sought for the display of an externally illuminated fascia sign and externally illuminated hanging sign to restaurant.

Main Planning Considerations

- The impact of the proposed signage on the character and appearance of the building and the surrounding Conservation Area;
- 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 given that advertisements above fascia level can appear visually obtrusive and unattractive; whilst the Primrose Hill Conservation Area statement states that shop signage should usually consist of one fascia sign and one projecting sign and should be appropriate for the Conservation Area.

In this instance it is proposed to display an externally illuminated fascia sign. The proposed wooden fascia sign will have the following dimensions 0.75m x 2.65m x 0.05m and will have dark green lettering. The sign will be externally illuminated by means of continuous strip down lighting above the sign.

The proposed hanging sign will be approximately 2.6 metres above ground and would have the following dimensions 0.4m x 0.65m x 0.5m. The projecting sign will be white and will have dark green lettering and will be externally illuminated via two down lighters.

Although Camden Planning Guidance states that individually internally illuminated lettering is preferable, the guidance also states that other forms of illuminated advertising will be considered in Conservation Areas. Hence the proposed style of illumination in this instance is considered to be in keeping with the surrounding area as it is discreet and will not detract from the host property or the visual amenity of the surrounding Conservation Area.

With regards to safety, it is considered that the proposed development will not result in a public safety hazard, the hanging sign is fixed to the wall at 2.6 metres above ground and it would not be possible for anyone to be in danger by walking past it.

Conclusion

It is considered that the proposed signage is sensitive to the host property, will not impact negatively on the surrounding Conservation Area and will not result in a public safety hazard.

Recommendation: Approve Advertisement Consent.

Disclaimer

This is an internet copy for information purposes. If you require a copy of the signed original please contact the Culture and Environment Department on (020) 7974 5613